

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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## GAS JUMPS AS PRICE WARS ARE BROUGHT TO END

Standard Oil Company  
Of Indiana Boosts  
Quotation 1c.

NEW YORK, Dec. 17.—The Standard Oil Company of Indiana yesterday announced an advance of 1 cent a gallon in the wholesale price of gasoline throughout its territory, effective today, according to advices received in local trade circles yesterday.

In Wichita, Kan., where a price war has been waging, the wholesale price was advanced from 10.8 to 17.8 cents a gallon. According to local opinion this action indicates an end to the price war.

The Standard Oil Company of Ohio also announced an advance in the gasoline price of 1 cent a gallon throughout the territory served by the company.

It was reported locally that numerous independent companies had advanced gasoline 2 cents a gallon in thirty points in South Dakota, where there have been local price wars during the recent months of overproduction.

In the Pennsylvania field another advance in crude oil prices is expected, as premiums of 25 cents a barrel above the posted price are again being offered.

## Bad Roads Hitting Gasoline Demand

Chicago, Dec. 17.—Bad roads are responsible for a slump in gasoline demand, according to experts of the industry here. The slack demand is due to unfavorable highway conditions. In large areas in Missouri and Iowa roads are reported nearly impassable. Jobbers who ordinarily would sell several tank cars of gasoline a week are admitting their inability to take from refiners and brokers their normal shipments of gasoline.

## General Motor Nov. Sales Nearly Double Last Year's

New York, Dec. 17.—The sales of General Motors cars by dealers to users in November totaled 60,371 cars and trucks, compared with 33,095 in November, 1924.

Sales of cars and trucks to dealers by the manufacturing divisions of General Motors in November

	Dealers Sales to Users			Divisions Sales to Dealers		
	1925	1924	1923	1925	1924	1923
January	25,593	33,574	31,427	30,642	61,298	49,152
February	29,579	30,007	33,627	49,146	78,658	55,427
March	70,594	57,205	74,632	75,527	75,434	71,669
April	97,242	89,583	105,778	85,583	58,600	76,922
May	87,488	84,715	90,327	77,223	45,965	75,393
June	75,864	65,224	75,423	71,088	32,984	69,708
July	65,872	60,834	62,209	57,358	40,563	61,634
August	78,638	54,842	56,846	75,482	43,814	62,644
September	83,519	48,565	60,111	88,018	51,955	69,081
October	86,231	48,098	68,173	96,364	49,552	86,936
November	60,371	33,095	47,009	73,624	22,631	66,256

\*These preliminary figures include passenger car and truck sales in the United States, Canada and overseas by the Chevrolet, Oldsmobile, Oakland, Buick and Cadillac manufacturing divisions of General Motors.

## Willys Bought Stearns Control at \$10 a Share

Youngstown, Dec. 17.—Passing of control of the F. B. Stearns Motor Company, Cleveland, to John N. Willys and associates will become effective in a few days, states Philip Wick, director and large stockholder in Stearns and acting president of Trumbull Steel Company.

Controlling interest has been purchased at \$10 a share. Stearns Motor has slightly less than 300,000 shares of common outstanding.

## FORD CHALKS UP NEW WINTER HIGH

Delivers 146,788 Vehicles During  
November

Special from A. D. N. Detroit Bureau  
Detroit, Dec. 17.—November broke all records for early winter sales of Ford cars and trucks; 146,788 vehicles were delivered to retail customers in the United States. This is an increase of approximately 25,000 over a year ago.

Enrolments in the weekly purchase plan of the Ford Motor Company have also risen to unprecedented numbers. In November a total of 31,425 persons enrolled under the plan and began making payments on cars. This is more than twice as many as enrolled in November, 1924.

With the approach of the holiday season deliveries of cars to buyers under the weekly purchase plan are increasing. Some of the customers began making payments on their automobiles as long as a year ago, others during the early spring and summer months, considerably before the new Ford types were put on the market.

## REO MOTOR CO. ELECTS TWO NEW OFFICERS

Lansing, Mich., Dec. 17.—Clarence Trippagen, sales manager of the Reo Motor Car Company, was elected to membership on the board of directors at the annual stockholders' meeting this week. George L. Brown, auditor, was made assistant secretary of the company. All other officers were re-elected.

AMERICAN MACHINES PREDOMINATED at great automobile show in Brussels, which closed Wednesday evening after attracting record crowds. In the foreground, among others, can be distinguished the Chevrolet, Paige-Jewett, Oakland, Cadillac, Lincoln and Hupmobile displays.



## Firestone Believes Rubber May Drop

Akron, Dec. 17.—President H. S. Firestone, of Firestone Tire and Rubber Company, declared crude rubber is selling 400 per cent. to 500 per cent. above its real value and within next few weeks may drop 50 cents a pound.

## GAS TAX BILL UP IN MASS.

Automotive Industry of  
State Lines Up to  
Oppose It

Boston, Dec. 17 (U. T. P. S.).—The automotive industry in this state is lining up to oppose another attempt to place a tax on gasoline.

Representative Langdon Prouty of Littleton filed a petition with the clerk of the House today providing for an excise tax of 2 cents a gallon on gasoline for motor vehicles using the state highways. The income is to be used for highway construction.

This petition also provides for a reduction of present fees for the registration of motor vehicles to one-third the rates now in effect.

## HAYES-IONIA CO. BUSY ON OVERLAND CONTRACT

Grand Rapids, Mich., Dec. 17.—Its forces recruited to full capacity, the Hayes-Ionia Company, body builder, has started fulfilling the contract recently awarded by the Willys-Overland Company.

Rumors to the effect that the Willys-Overland Company was considering the purchase of the plant gained considerable circulation in business and banking circles here recently, but so far they have not been substantiated.

TO INCREASE TARIFF  
Helsingfors, Dec. 17 (U. T. P. S.).—Modifications in the Finnish customs tariff to come into force in 1926 form the text of a bill that will shortly be introduced in the Riksdag. The basic rate for cars is likely to be increased from 5 to 10 per cent. ad valorem.

## CANADA'S RUBBER EXPORTS HIGH

Almost 20 Per Cent. of  
Total Production  
Shipped Out

Special from A. D. N. Washington Bureau  
Washington, Dec. 17.—The total value of rubber manufactures produced in Canada in the last year is officially reported as \$57,411,446, of which the total exports amounted to \$10,173,882, Trade Commissioner Lynn W. Meekins, at Ottawa, reported today to the Department of Commerce.

These figures compare with an American exportation of less than 5 per cent. of our total in 1923, the latest year for which American census statistics are available for comparison with exports, Commissioner Meekins points out.

American exports of rubber goods this year will exceed \$50,000,000 in value, and not more than 5 per cent. of the American production.

Most of the Canadian exports are produced in Canadian branch factories of American companies, which export from Canada to obtain the benefit of tariff preferences accorded Canadian products in many markets.

## MULLINS BODY TO LIFT OUTPUT 50% IN 1926

Salem, O., Dec. 17.—The city's largest industrial plant, the Mullins Body Corporation, is now employing 1,200 men, officials of the concern announced this week. This is twice the number employed at this time last year. Officials report the largest year in the history of the company is drawing to a close.

It is announced by officials of the company that production will be increased about 50 per cent. next year, due to the addition of a new line of metal stampings, in addition to auto body work.

NEW commercial car registrations throughout the country, compiled for the week and month, will be found on Page 6 of this issue.

## AUTO TAX REPEAL FORCES TO REST HOPES IN SENATE

Confident Finance  
Committee Will Solve  
Problem

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 17.—The House is expected to dispose of the new revenue bill today, in so far as the automotive industry is concerned, by adopting the recommendation of the Ways and Means Committee to continue a 3 per cent. tax on passenger cars.

The proponents of complete repeal will mark time until the measure reaches the Senate shortly after the Christmas holidays.

It is believed that in the reconstruction of the measure by the Senate Finance Committee provision will be made to replace the amount from other internal revenue sources and still retain the original amount estimated by Secretary of the Treasury Mellon.

The battle in the House is a sharply drawn test, both party lines being disregarded to a large extent, the anti-tax forces having the support of the Democrats, aided by a fair sized portion of the farm block congressmen in the Western delegations.

Late today, when the smoke clears away, the anti-tax forces are satisfied that the showdown in the House will have developed proof of sufficient opposition to retention to convince the Senate that it must remove the burden from 18,000,000 motor car owners in the future.

This demonstration in the House will be hailed by the American Automobile Association and similar organizations as a foregone conclusion that the Senate will find a way to eliminate the excise tax without impairing the total revenue to be raised in the new measure.

It will undoubtedly be developed in the debate today in the House that there is no opposition, even in the Republican ranks, to the principle of removing the tax on motor car owners, but that it will be impossible to lop off \$70,000,000, which the 3 per cent. tax will raise, without practically wrecking the fabric of the entire revenue bill.

The anti-tax forces in the House have been marshaled into line by former Representative Robert H. Clancy, Democrat, of Detroit, who only recently took over the task.

Mr. Clancy, working in the interest of the A. A. A., and allied organizations, found sentiment in the House membership entirely in favor of lifting the tax, but, with no alternative of replacing \$70,000,000.

## MEXICO FIXES DUTIES ON AUTOMOTIVE MATERIAL

Mexico City, Dec. 17 (U. T. P. S.).—The Mexican government has decided to admit spare parts and raw materials used for the construction of automobiles and trucks (on proof that they are to be worked up and finished off in Mexico, and are to be used for making completed vehicles) on payment of 50 per cent. of the customs duties leviable on automobiles and trucks.



## Unprecedented Activity Reported for November By Auto and Tire Mfrs.

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 17.—The automobile and tire industry of the country is enjoying almost unprecedented seasonal activity, it was revealed today in reports of current labor conditions in the principal manufacturing centers to the United States Department of Labor.

### CANADA'S OUTPUT RECORD BROKEN

Now Estimated That  
1925 Production Will  
Reach 170,000

MONTREAL, Can., Dec. 17.—It now seems probable that the output of cars and trucks by the plants of the Dominion of Canada will reach a total of 170,000 motor vehicles by the end of the current year.

Early in October the 1924 output total of 132,580 motor vehicles was equaled, and the Canadian automotive industry's record production for one year (147,020 motor vehicles in 1924) was passed in November, it is estimated, although complete returns are not available as yet.

The foreign demand for Canadian-made motor vehicles has not been appreciated as much as the domestic demand. Canada exports one motor vehicle for every three manufactured by her plants, and imports less than one motor vehicle for every five exported. On the basis of production or that of population this country far surpasses all countries in automotive exports.

Canadian-made cars are being sold in fifty-four countries.

The record in production is being made this year, despite a relatively poor first quarter and more or less protracted shutdowns in four leading plants, one in the border cities, another in Oshawa and two in Toronto, for the installation of new machinery and retooling assembly lines to increase output and take care of model changes.

### Caron to Bring Out New Engine

Montreal, Dec. 17.—Caron Brothers, Inc., are planning to extend the scope of their business by introducing a new motor car engine on which they have been working for some time.

The Caron engine, which is the prime mover of the Caron light, water and power plant, was conceived some seven years ago. It was not until recently, after having proved a success in the power plant line, that exhaustive tests and experiments had been conducted with a view to adapting it to the automobile, officials state. The company is about ready to go ahead and demonstrate its merits, it is stated.

The program is to sell rights to existing companies for cash and royalties, and to license new companies which may be organized in other countries to manufacture automobiles adopting the engine.

### FRENCH NAMED BRANCH STUDEBAKER MANAGER

Baltimore, Dec. 17.—Ray French has been appointed manager of the Washington branch of the Studebaker Corporation with supervision over the District of Columbia, Maryland, Virginia and parts of West Virginia and North Carolina.

The prospect of any let-up in the production incident to excise tax revision, as had been feared, had not apparently been felt by automobile manufacturers in November, who reported to the department that they were working full time and greatly in need of highly skilled automobile mechanics with slight surplus of common labor.

The government's employment survey covers the following manufacturing centers:—

**MICHIGAN:** (General) Industrial employment gradually increasing. The automobile industry is operating at unprecedented schedules and a shortage of highly skilled automobile mechanics is developing.

**DETROIT:** Shortage of highly skilled mechanics in automobile industry. Practically all plants are working full time.

**GRAND RAPIDS:** Automobile body, automobile bumper, spring plants and tire plants are working overtime.

**FLINT:** The automobile industry is running full time and one large automobile company is making plans for additional factory buildings to take care of greater production.

**LANSING:** Surplus of common labor and automobile factory workers.

**PONTIAC:** Shortage of highly skilled workers in automobile industry.

**OHIO:** (General) A slight curtailment in activities in the rubber industry has been apparent the past thirty days.

**CLEVELAND:** Automobile and body companies continued their demand for skilled mechanics.

**AKRON:** There is a large surplus of miscellaneous labor, chiefly transient unskilled men, rubber-factory help. Some rubber factories have curtailed operations and employment; however, many of the men released have been absorbed elsewhere.

**SYRACUSE, N. Y.:** A slight let-up in employment is noted in some of the large automobile plants.

### Hercules Starts Big Alterations

Evansville, Ind., Dec. 17.—Alterations and installation of new mechanical units costing \$200,000 have been started for the automotive division of the Hercules Corporation plant here, according to announcement by C. S. Sanford, plant superintendent.

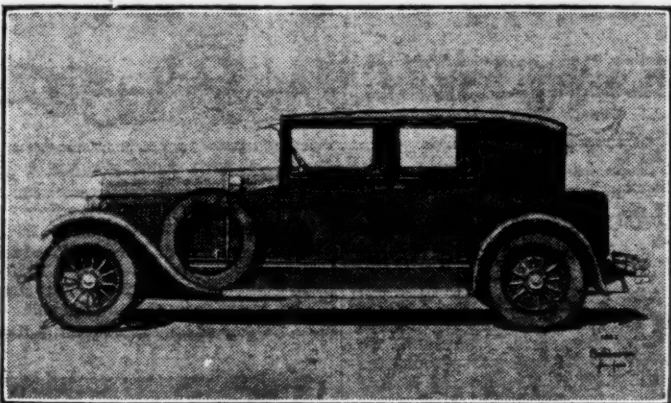
The installations will largely be confined to the milling section. Improvements will result in the re-arrangement of departments. Production has been reduced from 125 to 100 truck bodies a day, owing to alterations under way.

The automotive division of the plant will be closed for annual inventory from December 25 to January 2. It is expected to have installations completed by the latter date for boosting daily production to 175 bodies.

### STELLWAGEN DIRECTOR OF ST. PAUL A. P. B. A.

St. Paul, Minn., Dec. 17.—S. A. Stellwagen, head of the St. Paul plant of the Ford Motor Company, will be installed as a director of the St. Paul Association of Public and Business Affairs at the annual meeting of that organization in January. Mr. Stellwagen was elected this week. The association is the largest civic-commercial organization in the city.

LE BARON PRINCE OF WALES SEDAN, mounted on Studebaker Big Six chassis, now on display in the Rose Room of the Hotel Plaza, New York.



### ALUMINUM BY NEW PROCESS

Dr. Moldenke Perfects  
Plan to Utilize  
Utah's Alumite

Special from A. D. N. Detroit Bureau

Detroit, Dec. 17.—Perfection of a process for producing aluminum from the mineral, alunite, is announced by Dr. Richard Moldenke, who has been conducting experiments in Detroit for about a year.

Bauxite forms the principal source of aluminum, according to Dr. Moldenke, who is a metallurgist with an international reputation. He adds that the supply of this mineral is being rapidly depleted, so that manufacturers are obliged to go to South America for their raw material. Alunite, the mineral next richest in aluminum, is found in vast quantities in Utah, where a supply sufficient to last for many years has been located. The deposit is said to be five miles long, eighty-eight feet wide and of great depth.

Since its discovery, about 40 years ago, aluminum has been used in constantly increasing quantities. About one-third of the aluminum utilized in the United States is imported from Europe.

### M. T. A. Re-elects All Its Officers

New York, Dec. 17.—At the annual meeting of the Motor Truck Association of America held at Cafe Boulevard yesterday the following officers and directors were re-elected:—

Joseph Husson, president.  
Herman Irion, 1st vice-president.  
Charles M. Geiger, 2d vice-president.

Thomas R. Freebody, 3d vice-president.

C. M. Billings, secretary.

Nat Mallouf, treasurer.

Directors, Henry K. Jaburg, H. R. Schmadeke, E. Ward, Herman J. Harms.

The members renewed their opposition to the proposed gasoline tax and the demand for compulsory liability automobile insurance, which it is expected will come up again when the Legislature convenes in Albany in January.

Joseph Husson, president, in his annual report called attention to the fact that besides the work necessary in this state that the association had been called upon to take action in opposition to unsound legislation in nine other states and the District of Columbia.

### STUDEBAKER SALON TO VISIT FLORIDA RESORTS

New York, Dec. 17.—Following the excellent success achieved by the two weeks' exhibit of LeBaron coach work mounted on the Studebaker custom six chassis in the rose room of the Plaza Hotel here, comes the announcement of similar salons to be held at Palm Beach and Miami, Fla., during the early part of February.

### CALIFORNIA CAR SALES CONTINUE

Usual Seasonal Decline  
In November Fails  
To Come

By JOHN C. WETMORE

Los Angeles, Dec. 17.—Normally a seasonal selling decline starts in California in November and from a comparative standpoint lasts until the big spring.

Thanks, however, to Ford dealers doubling their October sales of new Ford models, there was no decline in aggregate November registrations. There were, according to preliminary figures put forth by Motor Fax 11,921 new passenger car registrations in Southern California in November as compared with 11,616 in October and 7,911 in November last year.

Revised figures not available for several days later, however, generally add to those previously quoted in the Motor Fax daily sheets. According to the Southland's statistical daily's report the new passenger car record of the best sellers for November was:—

	Nov. 1925	Oct. 1925	*Nov. 1924
Ford	4,755	2,542	2,198
Essex	904	1,298	188
Chevrolet	800	1,111	724
Buick	684	782	495
Dodge	682	765	463
Hudson	625	741	264
Studebaker	426	577	598
Chrysler	377	504	269
Star	337	456	162
Oakland	326	267	103
Nash	296	283	178
Overland	244	325	195
Jewett	195	281	199
Oldsmobile	178	192	111
Willys-Knight	133	208	65
Packard	121	161	78
Hupmobile	112	88	44

\*Motor Registration News figures quoted.

It will be noted from the above that Ford, Oakland and Hupmobile alone showed gains over October, though practically all makes scored increases over November, 1924.

Motor registration news figures for the entire state will not be forthcoming for a week yet.

### URUGUAY BOOSTS TAX

Montevideo, Dec. 17 (U. T. P. S.).—The Uruguayan government has imposed an additional tax of 5 per cent. on imported automobiles.

## Canadian Tire Dealers May Standardize Prices

Montreal, Dec. 17.—J. T. Crowder of Vancouver, president of the Dominion Retail Merchants Association, explained to a large gathering of automobile tire dealers at Ottawa a plan whereby prices for tires may be standardized throughout the Dominion.

In brief, the proposal is for manufacturers to establish a selling price on all branded and trade-marked goods of advertised lines, instead of, as at present, leaving it to the retailer, with the inevitable price cutting and ruinous business for everybody. This, he stated,

## STRESS IDEA OF TRANSPORTATION

U. S. Mfrs. Strive to  
Show Advantage of  
Motor Vehicles

NEW YORK, Dec. 17.—"American automobile manufacturers are engaged in a campaign of selling the idea of motor transportation throughout the world rather than pushing their own particular product to the forefront," said George F. Bauer, secretary of the foreign trade committee of the National Automobile Chamber of Commerce, addressing the National Association of Credit Men at the Aldine Club here last night.

"Experience in this country has demonstrated that intense competition is beneficial to the automobile business. The American manufacturer wishes to see the domestic maker in different countries prosper, because the market is large enough for every one, and the strength and energy of local companies are valuable in building greater motor transport facilities.

"There is throughout the world an appreciation of the economic need for more motor equipment, but price has been an obstacle. The automobile industry is rapidly adopting new methods, which are lowering the delivered costs of the vehicles abroad as well as at home. More efficient financing, more economical shipping methods and more efficient advertising are among the factors which are accomplishing this result."

## American Sedan Wins in Australia

Special from A. D. N. Washington Bureau

Washington, Dec. 17.—An eight-day reliability contest, promoted by the Royal Automobile Club of Australia, was won by an American sedan model, the automotive division of the Department of Commerce was advised.

This was the first time in Australia that such a car has competed in so long a contest. Out of the thirty-one starters, twenty-seven completed the course, of which twelve were American cars, six British, six French and one Italian.

American cars came first, second, fourth, sixth and seventh. Two American machines went through the contest without losing a point of reliability.

In addition to reliability the cars were judged on fuel consumption, hill climbing, flexibility, "flying half mile" and slow run test. The American car, which finished second, was fitted with a radio set and throughout the trial various Australian and New Zealand stations were heard perfectly.



## In New and Used Car Marts

### Christmas Bonuses Expected to Boost Sales in New York

New York, Dec. 17.—New car sales are showing the results of "Christmas shopping," in the opinion of several dealers this week. It also seems to be reacting, it is said, to systematic advertising campaigns, both newspaper and direct-by-mail, stressing the idea of the substantial Christmas gift in the form of a car.

Advertising is also taking the form of emphasizing the winter advantages of the car. "Such advertising, when kept up, will have ultimately the same effect in creating public sentiment as the 'shop early' campaigns of retail dry-goods stores," says T. L. Lloyd, sales manager of Warren-Nash.

The coming to hand of bonuses at the end of the year may have something to do with the present active buying, is the opinion of W. H. Harris, sales manager of Stearns-Knight.

A curtailment of direct-by-mail advertising during the heavy mailing month from December 15 to January 15, at the request of the government, may have some effects on holiday buying; such a request is reported by Warren-Nash.

The Hulet Company (Chandler) reports some handicap from the fact that certain of its models are not on hand. "We have been short on sedans all fall," says Melville Hunt, manager.

Glidden-Buick reports prospects for one of the biggest springs in their history.

The two most popular Stearns-Knight models have been the seven-passenger sedan and the sport sedan, the latter being the bigger seller of the two.

"Warren-Nash has increased its business 40 per cent. from last week," says T. L. Lloyd, sales manager. This he thinks is due to the "Winter Week" advertising of the firm, through which window displays have tied up with newspaper copy and circularization in stressing the salient points of the Nash car that make it a desirable winter car.

The Luxor Cab Manufacturing Corporation reports remarkable sales for this time of year, due in part to special advertising campaigns, according to L. F. Kettrell, assistant to the president. The company's "Pot of Gold" offer of twenty-eight accessories with every car sold, which marked the second anniversary of the company, closed last week, and this week a new offer of accessories is being made, including four tires and tubes, an overcoat, cap, pair of driving gloves, set of skid chains and rear bumpers. This will run up to Christmas.

### Sales Keep to High Level in Hartford

Hartford, Dec. 17.—The past week has been satisfactory for new car sales according to reports of local dealers.

Hudson and Essex continue to be the leaders. Studebaker is another make that drew down its share of the business this week. Dodge did well and Chevrolet is holding its own. Oldsmobile has had another good week. Oakland through sales made this week has set a new high record.

### Prepare for Big Christmas Deliveries

Little Rock, Ark., Dec. 17.—Sales of new cars have jumped 50 per cent. since December 1, and it will take practically every salesman in Little Rock to make deliveries Christmas morning.

The Little Rock Motor Car Company, Hudson and Essex distributor, has arranged for deliveries beginning as early as 6 a. m., with the last car parked in front of the new owner's home at 9 o'clock.

The Jennings Mott Motors, Chrysler dealer, is in much the same position and will also stagger deliveries.

The Green Chevrolet Company will send out a dozen or more to happy motorists on the same day.

The three Ford dealers here are busy tuning up coupes and sedans for Christmas delivery and will be equally as busy as other dealers.

Practically every dealer in Little Rock will have cars which will be delivered as Yuletide gifts, but this does not mean that deliveries have not been made during the past ten days, for many buyers have not waited for Christmas, but have taken cars and made their gifts early.

### Used Cars Have No Christmas Appeal, Boston Discovers

Boston, Dec. 17 (U. T. P. S.).—Dealers here have found the used car is a pretty flat proposition to sell as a Christmas gift. Some concerns offered turkeys with all cars bought before Christmas and some trimmed up the used car department with Christmas streamers and evergreen decorations, but the Yuletide spirit failed to clear the heavy stocks of used cars.

While the used car situation continues to be a bothersome one and some firms have a lot of money tied up in used machines the situation is slowly clearing and the used car market is expected to better after the first of the year.

The heavy turn-in of open cars has slowed down a great deal. Many dealers refused open car turn-ins of late.

The Henshaw Motor Company, Dodge Brothers distributors here, are making a big drive to get rid of used cars. They will open new in-town headquarters for their sales business and here they will sell the used car stocks of five Dodge dealers, including those in Lynn, Salem, Quincy, Natick and Boston. This new used car department will be at 620 Newbury St. A deposit as low as \$35 will be taken on a machine at this new showroom and installments as low as \$5 a week will be accepted. In addition to the sale at new Henshaw rooms the dealers in the other cities will conduct simultaneous sales at their own stores.

Another distributor selling used cars in a big drive last week was the Noyes Buick Company of Boston. At their main store and all their metropolitan branches the drive was on last week and continues this week.

A dealer on Huntington Avenue this week broke the record on low price and liberal terms when he sold a 1923 Ford touring car for \$30 with only \$10 down and the rest in four installments, payments to be made fortnightly.

Every used car dealer in town was willing to cash Christmas checks last week, but few came any one's way for most of these checks that were spent within the automotive industry were cashed by dealers in their new car departments.

The demand for open cars is expected to set in January and dealers who clear away stocks that are taking up room needed for new models of new cars arriving before the first of the year state they will not worry much after that about the abundance of turn-ins on hand.

### Prices Touch Bottom In Used Car Market

Seattle, Wash., Dec. 17 (U. T. P. S.).—Used car sales do not compare favorably in Seattle with those of the first part of December, 1924. Changing conditions, and especially the swift changes in the new cars, new models, price cutting, etc., have had an unfavorable reaction on the used cars.

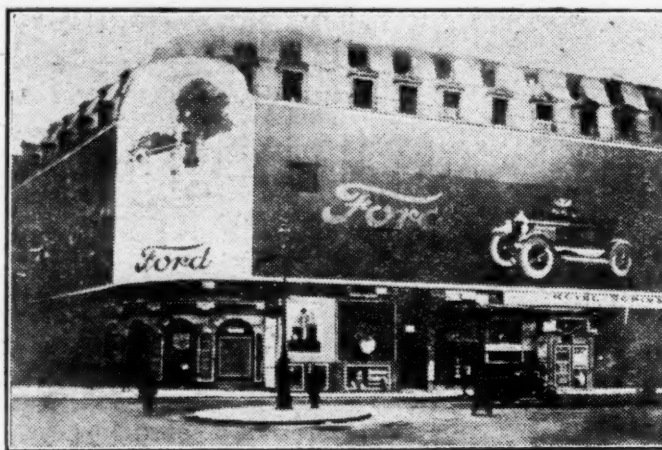
This has forced down the prices on used cars. Many used cars are selling at half the prices they sold for in December a year ago. On the lighter cars, there has been a general drop of around \$100 a car, while on some of the bigger cars a general drop of even \$500 is noticed.

Cheaper used cars are in demand, and this demand is growing. Almost useless pieces of junk are being sold in Seattle as the second car of the family, the general knockabout, runabout for the man to work in, while the lady of the house has the new car, which the man of the house enjoys Sundays. Used cars, the cheaper ones, are supplying this demand, which is a small one, for a second car.

#### TENTH ANNIVERSARY

Hartford, Conn., Dec. 17.—The Harrington Hudson Company observed its tenth birthday at the Elm Tree Inn, Farmington, recently.

IT PAYS TO ADVERTISE—According to French distributors of Fords, who employ this huge sign on two sides of a street corner of the Opera House district in Paris to convince Parisians there is such an automobile as the Ford.



(International Newsreel Photo.)

## Hudson Official Sees Closed Car a Necessity

Indianapolis, Ind., Dec. 17.—Hudson-Essex dealers of the Indianapolis wholesale territory, assembled here as the guests of the R. V. Law Company to compare trade conditions, discuss business, and listen to an address by Harry G. Moock, Detroit, promotion sales manager for the Hudson Motor Car Company.

Moock stated that in his trips over the United States, he found business generally good and, in some places, excellent.

"What is equally important," he said, "business sentiment is good. We have had an old-fashioned shortage much of this year, an effective answer to those who talk of an 'automobile saturation point.'"

"The whole industry is pushing

ahead and buyers are getting more for a dollar than ever. We are beating our own records, more than 225,000 cars this year. The open car has become a luxury and the closed car a necessity.

"The man who can afford but one car will buy an inclosed. The car of the future is closed, more reliable, more economical, simpler in design useful under all conditions, quiet and smooth running. The coming car will be hung low, more graceful than the machines of the past.

"Once we needed big wheels and high hung bodies, but, with better roads, the cars are coming down. People want easy riding, and, in the motor car business, the public is the boss," he concluded.

for Economical Transportation



A dollar bought more automobile in 1925 than ever before.

In this year of outstanding motor car values Chevrolet received by far the greatest public acceptance — selling a half-million cars, an accomplishment never before achieved by any manufacturer of automobiles with a modern 3-speed transmission.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring . . . . .	\$525	Coupe . . . . .	\$675	Commercial Chassis . . . . .	\$425
Roadster . . . . .	525	Coach . . . . .	695	Express Truck Chassis . . . . .	550
		Sedan . . . . .	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

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## The Time Payment Problem

AT the moment the entire automotive industry is struggling with the problem created by the very human desire to postpone payment for almost anything purchased. Economists agree that paying for necessities out of income is a sound policy. Certainly, paying for a motor vehicle which increases efficiency as it is used is a sound economic idea.

There is no need, then, to question the policy of selling motor vehicles on the time payment basis, the only question is as to the method of handling the deferred payment sale. Manufacturers of motor cars and motor trucks are gradually evolving a safe and sound method of dealing with the situation. But now comes the question of time payment transactions in other branches of the industry.

The automobile buying public, having become adjusted to time payments in the purchase of its cars, is beginning to ask for deferred payments on repairs, tires and accessories. The *Automotive Daily News* has printed from time to time opinions of dealers in the various fields regarding credit for repairs in the purchase of tires, etc. A majority of dealers in this section of the automotive industry do not seem to favor time payments, alleging collection difficulties and financing troubles as their reasons for preferring cash.

At the present time the whole question of credit between the automotive merchant and his customer is in what may be called an experimental stage. The only solution of the problem is experience. In the meantime automotive merchants will do well to remember one thing, which is that credit is a wonderful servant, but a terrible master. During the formative period it may be necessary to display more conservatism than later experience will prove to be needed.

## Rubber Relief

RELIEF for American rubber manufacturers and users is some distance off. It is quite true that the British government has lifted the shipping ban on rubber from the British colonies, but that does not mean an immediate flood of rubber pouring into our ports.

The consumption of rubber is increasing every year, especially in this country, with its rapid growth of motor vehicle registration. The quantity of rubber produced this year under normal conditions would probably not be enough to meet the demands of 1926. So rapid is the increase in rubber consumption that the production must be stepped up year by year to keep even with the demand.

When the Stephenson act went on it had the effect not only of limiting shipments of rubber from the countries which produced 70 per cent. of the world's output, but also it curtailed production. The rubber plantations did not keep right on with normal production after the Stephenson act limited them in the amount they could sell. Instead, they very wisely cut down production to meet the limitations that had been put upon them. The result is that we now have no particular reserve to draw on, and, even if production is immediately stepped up, it will be months before we can look for relief.

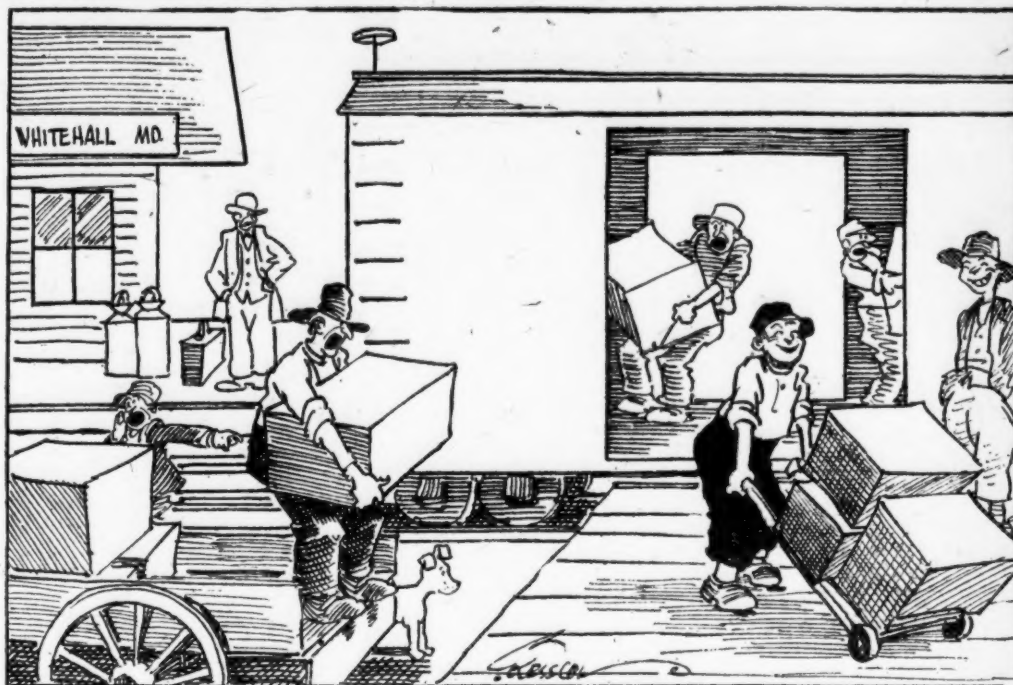
Some help may come from wild rubber and from plantations in unrestricted areas. The Dutch East Indies has a considerable area in rubber, but, even so, there is a lean period ahead, and we must grit our teeth and bear it, resolving meanwhile never to be caught again.

Henry Ford is a lover of nature, a friend of animals, who has done much to protect them, but just think what he has done to the horse, and not so long ago he took a good healthy swat at the patient cow.

## Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



S. D. BLACK, PRESIDENT OF BLACK AND DECKER OF BALTIMORE, HELPED TO UNLOAD FREIGHT CARS IN WHITEHALL, MD., FOR FIFTEEN CENTS A-DAY.

## Show Salesmanship

By Ralph Schrenkelsen

### HOLD A SHOW SALES CONTEST

There is nothing that will urge a salesman on to better efforts as much as the knowledge that there is a little something extra to be earned by harder work.

After all, every one is in business for himself, whether it is the dealer, selling his own cars, or whether it is the salesman, selling the dealer's cars.

Each is in business to earn his living and is interested in no other thing quite as much as the chance to increase his income.

When we hold out the incentive of additional earnings to the sales force, no matter what shape it may be in, we invariably find that it results in increased efforts on their part and increased volume and profits on ours.

The automobile show presents a wonderful opportunity to the dealer to hold a sales contest.

The idea is received by the men with greater enthusiasm than at any other time of the year, for they realize that there will be prospects in plenty and that their chances of making a good showing for the prize are better than at any other time.

The one thing that costs a dealer more sales than anything else is the fact that salesmen, being only human, will get tired as the day, and week, goes on, with the result that they do not talk to all of the visitors that it is possible for them to talk to, and so pass up a lot of names that they could get.

Anything that will keep lagging spirits up to such a pitch that they win over aching muscles will prove a wonderful thing for the dealer. And this is just what a show sales contest will be.

One form of contest is designed purely for getting sales at the show. A prize, or perhaps two, will be offered to the salesmen securing the greatest number of bona fide orders during the show for cars that are delivered up to a certain set time limit.

This form of contest should be run by all means for it inspires the salesman to try his hardest for

the order before letting the prospect leave his booth.

But another kind of contest that is equally important is one in which the object is to make the salesman get as many names of visitors as it is possible to get and at the same time give each one the proper attention.

The prizes are given to that salesman who sells the greatest number of cars between the last day of the show and the first day of July to people whom he originally interviewed during the show.

This contest will have the tendency to make the salesmen look

upon the show as a means of getting a supply of prospects that will last them all spring, rather than a temporary means of selling a few cars.

### CLUB ISSUES PLATES

Olympia, Wash., Dec. 17.—Continuing a custom started by the club several years ago, the Automobile Club of Washington again this year is taking applications of all members of the club who desire to avail themselves of the service for 1926 motor vehicle license plates. In this way club members are saved long delays in filling out license application blanks at county and state offices.

## Coming Automotive Events

### DECEMBER

- 18—Chicago, Ill. Talk on "High Efficiency Engines," Society of Automotive Engineers, Engineers Club.
- 19—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.
- 29—San Francisco, Cal. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

### JANUARY

- 9-16—New York City. National Automobile Show.
- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11—New York City. National Automobile Dealers Association, third annual convention of the Atlantic Coast district.
- 11—New York City. National Automobile Chamber of Commerce, motor truck convention.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago. American Road Builders' Association Annual Convention.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 18-23—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall Show.
- 18-23—Elmira, N. Y. Elmira Automobile Dealers Association, Sixteenth Annual Auto Show.
- 19-21—Buffalo, N. Y. American Petroleum Institute, winter sectional meeting.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Detroit. National Society Automotive Engineers.
- Scranton, Pa. Commercial Car Show.
- 21-23—Detroit. Michigan Independent Oil Men's Association.
- 21-23—Los Angeles, Cal. American Society for Steel Treating, sixth annual meeting.
- 23-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 25-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 26—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit. Michigan Highway Association.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco, Cal. Tenth annual Pacific Automobile Show.
- 30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.
- 31-Feb. 6—Chicago, Ill. National Auto Show.

### FEBRUARY

- 2-6—Denver, Col. Denver Automobile Dealers' Association, annual show.
- 2-6—Atlantic City, N. J. Atlantic City Auto Dealers Association annual show.
- 3-6—Springfield, Ill. Seventh Annual Show.
- 9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest-ern automobile show.



# Financial News of the Automotive Industry

## RUBBER MARKET BREAKS WIDELY

**Reactionary Tendency  
Continues After Sharp  
Decline Wednesday**

**NEW YORK, Dec. 17.**—After experiencing on Wednesday the widest break that has occurred in more than three months, the crude rubber market was still under the influence of the reactionary tendencies today. There has been a noticeable lack of buying on the decline and the approach of inventory taking time in the factories is also retarding inquiries. The general run of the more important grades are down on an average of 10 cents a pound.

Dealers and brokers attribute the wholesale slashing of prices to a combination of factors which had been working underneath the trading surface for ten days, all of which were brought to the top by the recent statement of Secretary Hoover that the American public was made to pay extortionate charges for rubber.

These factors included the very heavy liquidation in London, converging on Wednesday as the last settlement day of the year, when all market differences on contracts were due and payable. Those speculators who had handsome paper profits on the recent bulge naturally sold out and took their profits in pounds, shillings and pence. Another deterrent to the rapid upswing was the complete withdrawal of manufacturers' buying from the market. This was due primarily to the fact that at this season tiremakers are taking inventory and much prefer to have cash in the bank rather than rubber in the warehouse. With the reaction in prices continuing, it was said in well-informed quarters that manufacturers would cut their purchases even more while the decline was pointing in their favor.

Brokers also pointed to the low consumption report for November as aiding in the decline, and with the expected arrival of large consignments now afloat the stock of near-by rubber will show a huge bulge. Production for December will undoubtedly show a more serious drop when compared with November, as holidays and inventory taking are potent factors.

## Stock in Dutch American Rubber Company Offered

**New York, Dec. 17.**—Offering of 500,000 guilders of shares in the Dutch American Rubber Plantation Company has been announced by Harvey Fisk & Sons. The shares are being offered in New York in the form of Guaranty Trust Company depositary receipts at \$40 a share of 100 guilders.

The 500,000 guilders of shares offered here are half of an issue of 1,000,000 guilders of an authorized amount of 6,000,000 guilders. The other 500,000 guilders of shares are being offered in Amsterdam by Van der Werff & Hubrecht. It is believed further Dutch American financing of a similar nature will be conducted here.

The initial offering of 1,000,000 guilders covers the cost of the entire Dutch American property, which comprises about 18,865 acres, and provides for the development of about 1,800 acres, the remainder to be developed from time to time.

## Murray's Bookings Total \$25,000,000

**Detroit, Dec. 17.**—William Robert Wilson, president of the Guardian Trust Company of Detroit, receiver for the Murray Body Corporation, announces that the company is producing between 400 and 500 bodies a day. The value of its December output, in all branches, should exceed \$3,000,000. Schedules for January approximate 850 bodies a day. Every effort is being made to insure this production. January billings of the company should be well above \$5,000,000. Total business on the books exceeds \$25,000,000.

## Steel Sheet Bars Up \$2 in Pittsburgh Area

**Pittsburgh, Dec. 17.**—While one producer has some tonnage to offer for first quarter shipments at \$36, Pittsburgh, sales of regular sheet bars have been made this week at \$37 and one lot of 5,000 tons was taken at \$38. This is an advance of \$2 a ton.

Makers of merchant steel bars are operating practically at 100 per cent. capacity. The next quarter's business is expected to exceed this quarter's by 10 per cent. or 20 per cent.

## British Goodrich Co. Shows Small Profit

**London, Dec. 17 (U. T. P. S.).**—The British Goodrich Rubber Company, Ltd., subsidiary of the American tire manufacturing concern, shows a trading profit of \$3,488 for the first period ended September 30. After payment of preference dividend there remains a debit of \$2,702. This dividend has been paid by the parent American company, such payment to be reimbursed out of future profits. The outlook for the company is considered to be very good.

## Marlin-Rockwell Co. Declares Dividends

**New York, Dec. 17.**—The Marlin-Rockwell Corporation has declared a dividend of 33 cents a share for two months on the common and the regular quarterly dividend of \$1.75 on the preferred, payable January 7, to stock of record December 28. This is to make the common dividend date conform with that of the preferred. The common stock has been paying 25 cents quarterly.

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925		High		Low		Close		Net Change	
High	Low	Div.		Sales	High	Low	Close	Change	
20	13	3	Advance Rumely	100	18	18	18	—	1/2
15 1/2	4 1/2	3	Advance Rumely pf.	100	58 1/2	58 1/2	58 1/2	—	1/2
97 1/2	71 1/2	6	Ajax Rubber	6,100	11 1/2	11	11 1/2	—	1/2
54 1/2	26 1/2	6	Ajax-Chalmers	3,300	95 1/2	95 1/2	95 1/2	—	1/2
20	11 1/2	1	Am. Bosch Magneto	1,500	32 1/2	31 1/2	31 1/2	—	1/2
44 1/2	27 1/2	1.50	Am.-La. France	700	15 1/2	15 1/2	15 1/2	—	1/2
62	27 1/2	3	Briggs Mfg. Co.	3,200	33 1/2	32 1/2	32 1/2	—	1/2
252	108 1/2	8	Chandler Motor	5,000	46	44 1/2	44 1/2	—	1/2
111 1/2	100 1/2	80	Chrysler Corp.	63,300	206 1/2	194	195	—	11 1/2
15 1/2	8 1/2	80	Chrysler Corp. pf.	200	106 1/2	106	106	—	1/2
48 1/2	21 1/2	7	Continental Motors	4,400	12 1/2	12	12	—	1/2
91 1/2	72 1/2	7	Dodge Bros. A.	23,800	42 1/2	40	41	—	1
30 1/2	10 1/2	2	Dodge Bros. pf.	1,000	87 1/2	87	87	—	1/2
89	60 1/2	6	Eaton Axle & Spring	1,400	29 1/2	28 1/2	29	—	1/2
125	69 1/2	5	Electric Stor. Battery	2,200	78 1/2	77 1/2	78	—	1
28 1/2	10 1/2	5	Emerson-Warner	100	3 1/2	3 1/2	3 1/2	—	1/2
116 1/2	75 1/2	7	Fisk Rubber	5,400	21 1/2	21 1/2	21 1/2	—	1/2
39 1/2	28 1/2	3 1/2	Fisk Rubber 1st pf.	600	111 1/2	111	111	—	1
149 1/2	64 1/2	12	Gardner Motor	900	36 1/2	36 1/2	36 1/2	—	1/2
114 1/2	102 1/2	7	General Motors	22,500	114 1/2	111 1/2	111 1/2	—	3 1/2
74 1/2	36 1/2	4	General Motors 7 1/2 pf.	1,900	97 1/2	96 1/2	96 1/2	—	1/2
114 1/2	85 1/2	7	Goodrich	5,100	25 1/2	24 1/2	24 1/2	—	1/2
139 1/2	32 1/2	3.50	Goodyear T. & R. pf.	600	104	104	104	—	1/2
31	14 1/2	1	Hayes Wheel	600	45 1/2	44 1/2	44 1/2	—	1/2
65	35 1/2	3	Hudson Motor Car	29,000	105 1/2	96	96 1/2	—	1/2
21 1/2	12 1/2	3	Hupp Motor Car	4,200	27 1/2	26 1/2	26 1/2	—	1/2
73	47	4	Jordan Motor Car	1,800	46	45	46	—	1/2
124	83	7	Kelly-Springfield	1,600	17 1/2	16 1/2	17	—	1/2
3 1/2	1 1/2	1	Kelly-Springfield 8 1/2 pf.	100	68 1/2	68 1/2	68 1/2	—	1/2
19	11 1/2	6	Kelly-Springfield 8 1/2 pf.	100	68 1/2	68 1/2	68 1/2	—	1/2
242	117	6	Kelsey Wheel	600	113	113	113	—	1/2
116 1/2	104 1/2	7	Keystone T. & R.	1,300	24 1/2	24 1/2	24 1/2	—	1/2
106 1/2	99 1/2	7	Lee Rubber & Tire	800	13 1/2	13	13 1/2	—	1/2
32 1/2	10 1/2	7	Mack Trucks	6,500	214	209 1/2	209 1/2	—	4 1/2
42	22 1/2	3	Mack Trucks 1st pf.	100	110	110	110	—	1/2
41 1/2	40	3.60	Mack Trucks 2d pf.	400	105 1/2	105	105	—	1/2
35	18	2.30	Marlin Rockwell	600	29 1/2	28 1/2	29	—	1/2
107	102 1/2	16	Moore Motors	1,000	24 1/2	23 1/2	23 1/2	—	1/2
43 1/2	15 1/2	7	Motometer A.	300	41 1/2	41 1/2	41 1/2	—	1/2
38 1/2	17 1/2	1.30	Motor Wheel Corp.	300	30 1/2	30 1/2	30 1/2	—	1/2
100	47 1/2	10	Murray Body	4,600	12 1/2	10 1/2	12 1/2	—	1 1/2
18 1/2	8 1/2	8	Nash Motors	100	450	450	450	—	1/2
36 1/2	15 1/2	5	Nash Motors pf.	200	108	106	106	—	1/2
92 1/2	55 1/2	5	Packard Motor Car	13,000	91 1/2	89 1/2	89 1/2	—	1/2
89 1/2	61 1/2	6	Packard-Detroit Motor	2,200	25 1/2	25 1/2	25 1/2	—	1/2
68 1/2	41 1/2	6	Pierce-Arrow	6,100	35	34	34	—	1/2
59 1/2	37 1/2	4	Pierce-Arrow pf.	400	88	88	88	—	1/2
92 1/2	55 1/2	5	Reynolds-Spring	500	9 1/2	9 1/2	9 1/2	—	1/2
104 1/2	57 1/2	4	Stearns Mfg. Co.	2,800	25 1/2	24 1/2	24 1/2	—	1/2
104 1/2	57 1/2	4	Stewart-Warner Speed	13,000	91 1/2	89 1/2	89 1/2	—	1/2
123 1/2	72 1/2	7	Stromberg Carburetor	500	77 1/2	76 1/2	77	—	1/2
48 1/2	22 1/2	.75	Studebaker Co.	9,200	56 1/2	55 1/2	56	—	1/2
			Timken Roller Bear.	2,100	54 1/2	53 1/2	54	—	1/2
			U. S. Rubber	21,700	85 1/2	83 1/2	84 1/2	—	1/2
			U. S. Rubber 1st pf.	300	107 1/2	107 1/2	107 1/2	—	1/2
			White Motors	7,500	17 1/2	16 1/2	17	—	1/2
			Willis-Overland	17,200	26 1/2	26 1/2	26 1/2	—	1/2
			Willis-Overland pf.	500	132 1/2	121 1/2	122 1/2	—	1/2
			Yellow C. & T. H.	500	27 1/2	27 1/2	27 1/2	—	1/2

NEW YORK CURE MARKET									
High		Low		Last		Bid		Asked	
400	15	14 1/2	15	15	15	15	15	15	15
15,000	51 1/2	48 1/2	48 1/2	48 1/2	48 1/2	48 1/2	48 1/2	48 1/2	48 1/2
400	29	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2	28 1/2
11,400	13	12 1/2	12 1/2	12 1/2	12 1/2	12 1/2	12 1/2	12 1/2	12 1/2
500	74	72	72	72	72	72	72	72	72
3,000	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2	10 1/2
500	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2	37 1/2
25	106 1/2	106 1/2	106 1/2	106 1/2	106 1/2	106 1/2	106 1/2	106 1/2	106 1/2
400	630	626	626	626	626	626	626	626	626
200	32 1/2	32 1/2	32 1/2	32 1/2	32 1/2	32 1/2	32 1/2	32 1/2	32 1/2
2,300	36 1/2	35 1/2	36	36	36	36	36	36	36
200	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2	17 1/2
800	41 1/2	40	40	40	40	40	40	40	40
1,200	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2	23 1/2
300	9	9	9	9	9	9	9	9	9
2,300	8 1/2	7 1/2	7 1/2	7 1/2	7 1/2	7 1/2	7 1/2	7 1/2	7 1/2
2,000	27 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2	26 1/2
1,500	10 1/2	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2	9 1/2

## Current Commodity Prices

**New York, Dec. 17.**—The collapse in crude rubber continues to hold the center of interest in the commodity markets. There has been a noticeable lack of buying on the decline. The approach of inventory time in the factories is retarding inquiries. The demand for steel is also lighter, due to the inventory season. Bulk gasoline is slightly easier, while there has been an advance in the tank wagon price of 1 cent a gallon in some Mid-Western sections.

STEEL PRODUCTS		RUBBER MARKET	
Semi-Finished—Gross Tons		Plantations	Bid Asked
Billets, re-rolling	..... 335.00	First latex crepe, spot	..... \$ .89 \$ .90
Billets, forging	..... \$40.00 41.00	December	..... .88 1/2 .89 1/2
Steel bars (hot rolled)	..... 1.90a 2.00	January-March	..... .88 .89
Plates (hot rolled)	..... 1.60a 1.70	April-June	..... .85 1/2 .86 1/2
Blue annealed sheets	..... 2.50a 2.60	Ribbed/Smoked Sheets, spot	..... .90 .91
Black sheets	..... 3.35a 3.40	December	..... .90 .91
Auto body	..... 4.40a 4.50	January-March	..... .89 .90
Bands	..... 2.40a 2.50	April-June	..... .86 .87
Cold rolled strip	..... 3.75a 3.80	Para-Up-River, fine spot	..... .91 .92
Hot rolled strip	..... 2.20a 2.30	Island, fine	..... .85
Pig Iron, Basic—		SCRAP RUBBER	
Valleys	..... 26.00a 21.66	Inner tubes, No. 1	..... 11 a 12
Eastern Pennsylvania	..... 22.00a 23.00	Inner tubes, No. 2	..... 8 a 9
IRON AND STEEL SCRAP		Inner tubes, No. 2 red	..... 7 a 8
(Buying prices, f. o. b., New York)		Tire, automobile, white, con.	..... \$60.00a 70.00
Heavy melting steel	..... \$12.00a 13.00	Mixed auto tires	..... 40.00a 45.00
Machine shop turnings	..... 3.50a 10.00	Reclaimed rubber—Tire reclaimed, 10c;	
Cash, spot	..... 9.50a 10.50	shoe reclaimed, 15c; tube reclaimed,	
No. 1 cast scrap	..... 16.00a 17.00	18 1/2c.	
MILL PRODUCTS		OIL AND GASOLINE	
Base prices, cents per pound, f. o. b., mill.		MOTOR GASOLINE	
High brass sheets	..... 19 1/2 a	Garages (steel barrels)	..... a 17
Copper, in rolls	..... 21 1/2 a	Up-State New York	..... a 16
Zinc, spot	..... 9.65 a 10	Single tank cars, delivered,	
Lead, spot, New York	..... 9.20 a 9.25	Crude	..... 12 1/2 a Nom.
Aluminum, virgin, 98.29%	..... 33 a 34	CRUDE PRICES AT WELLS	
SEAMLESS TUBING		EASTERN—	
High brass	..... 34.00	Penn. grade oil	Penn. grade oil
Copper	..... 24.75	in N. Y. Tran.	in Buckeye P.
RODS		Co. lines	Line Co. lines
High brass (round 5 to 2 1/4 in.)	17 1/2 a	Bradford District	Call
Copper, rods, round	22 1/2 a	in Nat.	Corning
OLD METALS		Tran. Co. lines	Ragland
Following are dealers' buying and selling prices for large quantities, f. o. b.		Penn. grade oil	Somerset
Cars, New York—		in Nat. Tran.	Somerset, light
Heavy machinery, con.	9 1/2 a 9 3/4	Co. lines	CENTRAL—
New brass clippings	8 1/2 a 9 1/4	Gaines grade oil	Lima
Auto radiators	6 1/2 a 7	in Nat. Tran.	Indiana
Brass, heavy	7 a 7 1/2	Co. lines	Princeton
Brass, light	6 1/2 a 7	Penn. grade oil	Illinois
		in S. W. Pa.	Wooster
		Penn. grade oil	Waterloo, Ill.
		in Eureka P.	Plymouth
		Line Co. lines	Canadian



OIL DEALERS HOLD  
ANNUAL BANQUET

Tacoma, Wash., Dec. 17.—The Pierce County Independent Gas and Oil Dealers' Association held its semi-annual banquet at the Tacoma Hotel December 14. More than 200 local business men engaged in the petroleum industry attended the affair.

## WETHERALD PROMOTED

Milwaukee, Wis., Dec. 17.—F. E. Wetherald, formerly directly connected with the Alemite Lubricator Company is now general manager of the Wisconsin branch of the company here.

## NEW DAKOTA OFFICE

Fargo, N. D., Dec. 17.—The Vacuum Oil Company has opened an office here and will distribute its products for North Dakota and northern Minnesota and northern South Dakota through Fargo.

## PUBLISHES GUIDE

Detroit, Mich., Dec. 17.—The Federal-Mogul Corporation, manufacturers of bronze back babbitt-lined bearings, die-cast bearings, bronze bushings, etc., has just published a comprehensive 115-page distributors' reference book covering its complete line for the replacement trade. It has also published a 38-page book called "The Repairman's Guide" for the garage and repair trade. A six-page manual on the reconditioning of motors with special reference to the fitting of bearings, straightening of crankshafts, etc., is included.

## ROTH TO REBUILD

Hastings, Neb., Dec. 17.—The G. S. Roth Manufacturing Company is planning to erect a new plant to replace the foundry burned to the ground August 16. The new plant will include foundry, machine and die department, enameling and nickeling department, and will cost approximately \$100,000.

TO SELL PENN-O-LENE  
IN SIX N. Y. COUNTIES

Syracuse, N. Y., Dec. 17.—Fay C. Adams, gas and oil distributor in this part of the state, has organized the Quaker State Distributing Company to handle the distribution of Penn-o-lene and other products through six central New York counties. C. E. De Lano is in charge of this branch of Mr. Adams's business, and associated with him will be Charles L. Dufur, formerly district representative of another oil-distributing house.

Mr. Adams entertained sixty of his employees at a dinner at the Hotel Syracuse recently, at which the new venture was thoroughly outlined.

## OFFER FACTORY SITES FREE

Seattle, Wash., Dec. 17 (U. T. P. S.).—Auto manufacturers and auto parts and accessory factories look-

ing for factory sites may have these free for the asking in Seattle. The Seattle Board of Trade has just announced free sites to manufac-

turers who wish to avail themselves of the low taxes and cheap power which are making this city enjoy an industrial boom.

## WISCONSIN AXLES

If your present axle equipment is not satisfactory or is too expensive to maintain, replace with a Wisconsin Axle. We supply axles to operators of truck and bus fleets.

Bevel Gear, Double Reduction and

Worm Drive

Full-Floating

Semi-Floating

WISCONSIN PARTS CO.

Oshkosh, Wis.

## NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED DECEMBER 5, 1925

States	Acme	Autocar	Brockway	Chev-rolet	Com-merce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason	Over-land	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States
Arkansas				12			9	1	1	103			4					1									1		132	Arkansas
Kansas				1						5																			6	Kansas
Louisiana				4			3	1		60		1	2																71	Louisiana
Maryland			1	9			4	3		37			5	2			2	3									3	1	70	Maryland
Nebraska				7						23		2						4											36	Nebraska
N. Dakota				2						9								1											12	North Dakota
Oregon				7				1	1	18		1	1	6				1									4		40	Oregon
S. Carolina				1			1			45					1										1				50	So. Carolina
S. Dakota				7			1			29			1															2	40	South Dakota
Texas				17			2		1	108		1	2					1									1	2	135	Texas
Utah				3			1	2		9				1												2			18	Utah
Wash'gton								1		11				1															13	Washington
W. Virginia			1	3			1	1		3			2																11	West Virginia
Wyoming								1		2																			3	Wyoming

## LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for November, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brockway	Chev-rolet	Com-merce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	Inter-national	Mack	Mason toad King	Over-land	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States		
*Alabama				25			24	14	1	849		1	15	2		1		3	1								4	4	944	Alabama		
*Arizona				12			19	9	1	33	1		2	3		1	10	7					1				1	2	102	Arizona		
Arkansas				9			9	1		121			1															1		143	Arkansas	
*California	1	23		152			216	138	48	759	11	33	21	63	4	3	11	76	5	3		1	31	3		1	66	139	1798	California		
*Colorado				40			2	20	7	276		3	7	4				4								2	3	2		370	Colorado	
*Connecticut	3	4	4	39			57	22	22	169	1	7	9	38		8	2	56	1	1			1				15	22	481	Connecticut		
Delaware			1	7					1	42		1	1					1											3	57	Delaware	
*Florida			4	9			22	22	2	276		1	24	3		2		3		7								11	17	403	Florida	
*Georgia				10			19	14	5	470		1	12	2		6		5										5	6	555	Georgia	
*Idaho				20			8	6	3	92			2	4		1		3					1						7	147	Idaho	
Illinois			8	66	1	26	58	14	6	479	1	5	39	19		4		37					1	3				17	25	800	Illinois	
*Indiana				39			30	24	9	424		5	40	2		4		27				3				5	1	3	28	644	Indiana	
*Iowa				116			22	39	10	426		1	33	7		1	2	30	1			1				1		1	18	700	Iowa	
Kansas				21			23	11		196			15			1		2	1										4	274	Kansas	
*Kentucky			1	21			21	13	1	176	1	3	6	3		3		7				2					5	3	21	297	Kentucky	
*Louisiana				23			19	9		604		3	6	1		2		3									1	10	2	683	Louisiana	
*Maine			1	18			7	5		93		3	3	5		1		16	1					2				1	5	163	Maine	
Maryland	2	3	2	33	2		14	18	5	185		8	16	10		3	2	14	2	1	1	2						13	11	342	Maryland	
*Mass'tts	1	29	11	46			83	38	17	464	7	11	20	46	10	6	8	96	2	1	5		1	6	6			38	35	987	Massachusetts	
Michigan	2	1		82			2	68	33	768		26	23	19	1	4	4	72	2	1			2					7	70	1221	Michigan	
*Minnesota				130			1	39	39	6	796	3	3	29	13		5	27					1					9	6	1107	Minnesota	
*Missouri			2	40			6	34	38	9	508	1	1	26	18	1	3	1	11	4								5	7	718	Missouri	
Montana				3			8	1		35																					48	Montana
*Nebraska				21			10	15	3	290		5	21	2		3		9										6	5	391	Nebraska	
*N. Hamp.			1	7			15	4	1	44			4	1		1		6											3	88	N. Hampshire	
New Jersey																															New Jersey	
N. Mexico				6			7	4		55			1					1												74	New Mexico	
*New York	7	71	96	413	7	19	283	124	51	1824	7	24	78	191		44	47	213	6		39	1	6	13	29		145	90	3835	New York		
*N. Carolina	1	1		14			14	27	2	363		2	13	9				10	9	1	3							14	41	624	No. Carolina	
N. Dakota				17			1	4		129			4	1				4												160	North Dakota	
*Ohio	11	2		104	1		67	40	7	771			4	16	1	13	1	72	2			3	3	1	1	4			82	1321	Ohio	
Oklahoma				50			19	16		435		4	15	6				8	2		1							2		558	Oklahoma	
*Oregon				18			22	14	123	2	9	2	19					4	1									13	7	234	Oregon	
Pennsylv.	6	41	25	184	2	8	167	102	37	823	12	16	61	88	12	27	7	116	3		1	1	12	11	15		109	65	1951	Pennsylvania		
*Rh. Island			4				17	8	5	77	1		2			1		20		1								8	7	155	Rhode Island	
*S. Carolina				11			11	6		327		1	3	1				3	1							6		4	1	375	So. Carolina	
*S. Dakota				28			2	10		97		1	16					1											2	157	South Dakota	
*Texas			6	186			89	55	5	2027	2	4	58	12		3		47	1				1					13	26	2485	Texas	
*Utah				13			18	2		64			6	2				1					1					1	4	112	Utah	
Virginia	1	2	2	42			11	11	1	280	3	1	12	2				7	1	1								7	13	396	Virginia	
*Wash'ton				25			23	10		189	3	5	2	8		2	1	5	4				2					3	10	292	Washington	
W. Virginia			1	17			24	10	1	140	2		7			1		10	1			1	1					3	6	225	West Virginia	
*Wisconsin			1	83		6	22	35	8	368		3	24	7		4		25					1	4	6			5	33	635	Wisconsin	
Wyoming				2			7	3		11			2					1												26	Wyoming	
Dis. of Col.		6		4			6	4		109							2	3	3			1							12	5	163	Dis. of Col'bia



## FABRIC BODIES RAPIDLY LOSING FAVOR IN FRANCE

By R. M. PETARD

A. D. N. Staff Correspondent

PARIS, Dec. 17.—Three principal styles of bodies are made by the French industry. The fabric style is losing favor, the all-steel is fast coming ahead and an intermediate composite system is largely used.

Fabric covered bodies have lost much of their original prestige for several reasons. The first is the poor quality of some of the makes of material used, which caused them to rapidly become shabby. The second is the recklessness of some of the body makers, who went to extremes and abused the possibilities of the system. Cars are being delivered, even today, in which the radiator, the engine hood, the spring horns and the fenders are covered with fabric identical to that used in the body covering. The effect of heat and the rapid wear of the most exposed part, as well as their unsightly appearance after the slightest mishap, make these cars very impractical.

The third reason is that the so-called flexible closed bodies that were made exploiting the full possibilities of the fabric idea warp and distort to such an extent on rough roads that the sight and feeling of their motion create a decidedly uncomfortable sensation on the occupants.

Lastly the fabric panels, unbacked by any sheet metal, are rightly or not, considered as affording too precarious protection in case of accidents, and especially of that still frequent accident in France where the shaft of a horse drawn vehicle, unable to stop quickly enough, butts into an automobile. Cases have been too numerous of such shafts piercing through fabric panels and injuring car occupants that a sheet steel panel would have protected.

The reasonable and promising use of fabric as a practical substitute for paint and varnish has been handicapped by the above circumstances, and pyroxylin finishes being actively introduced may give fabric the fatal blow.

All-steel bodies are great favorites, especially in production jobs, but they are also made in considerable numbers by several custom body makers. They stand the war-worn roads better than any other kind; their small section weights permit of much better vision in the closed cars, and the safety they promise in case of accident is one of their most efficient talking points.

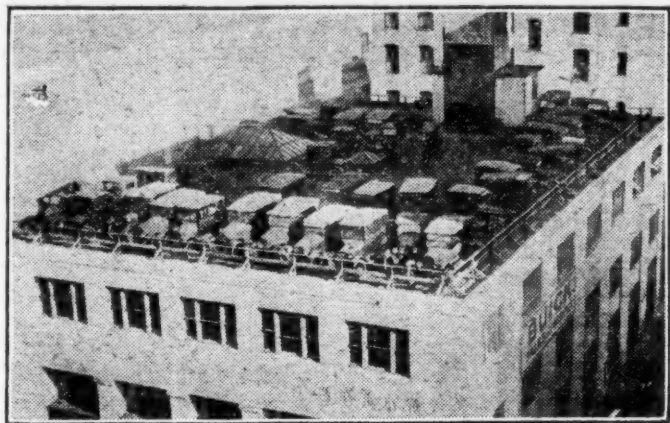
A third style of body construction is in great vogue. It consists in a body built along the old wood and metal system up to the middle of its height and carrying an upper frame and roof consisting of an assembly of wooden and cast aluminum parts. It gives the same lightness and clear vision as the all-steel body, but requires less expensive tool equipment and lends itself better to fancy exclusive shapes.

## Plan Huge Garage In Washington

Special from A. D. N. Washington Bureau  
Washington, Dec. 17.—Plans for the construction of "the biggest garage and store building in the United States" are being completed by a newly organized Washington company on the site of the old Halls of the Ancients property, in the heart of the business section.

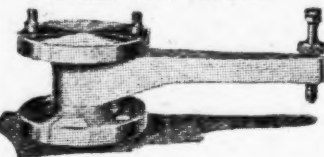
The building will house between 1,100 and 1,200 automobiles, and is expected to get its principal patronage in "day parking," on account of the congestion of cars on downtown streets and the stringent laws against overtime parking, the limit on most streets being one hour.

**SOLVING THE PARKING PROBLEM.**—One Washington, D. C., dealer has converted the roof of his building into a garage. It is located in the busiest section of the national capital.



## Shop Equipment

### ALLEN GAP GAUGE



A new shop tool for electrical work on Ford cars, the Allen Gap Gauge A-25, made by the Allen Electrical Manufacturing Company, Detroit, has just been introduced to the trade. It furnishes a new and quick way of mounting the Ford magneto and setting the air gap, officials of the company claim.

The gauge is first set on the end of the transmission shaft and the magnets are checked for height, the high ones being tapped down and tightened up until they are all equal in height. It is then clamped to the face of the crankshaft while the coil assembly is temporarily held in place. The space between the end of the gauge and the face of the coils is checked with feelers and made equal to the thickness of the shims that should be placed behind the coil assembly.

The gap gauge is left in place until these shims are installed because the gauge should just touch the coils all around. In case the coil assembly is sprung, small shims can be placed under the pads to bring it straight.

When true, the gauge is removed and the magneto and the transmission assembly attached. The air gap will be .030 in. when assembled.

The gauge will take care of both Ford and Fordson magnetos.

## Howell Producing Swinging Light

Evansville, Ind., Dec. 17.—The Howell Machine Works here has started production on an automatic swinging light for automobiles invented by John R. Cambron, a resident of this city. The new device, which acts on the principle of a lifter latch, is operated by the simple pressure of a button or pedal convenient to the driver, which swings both headlights ten degrees to the right.

Diverting the headlight rays gives the driver gauge of road allowance for approaching cars and a clear view of the roadside, officials claim. The pressure of the button or pedal brings both lights back to neutral position. The mechanism securely locks the headlight in both positions, providing proper rigidity. The electrical batteries of the car supply the motive power for operation.

### BUYS OUT COMPETITOR

Pekin, Ill., Dec. 17.—Stanley B. Griffith, owner of the Pekin Auto Radiator Company, has purchased the tire, auto accessory and brake lining business of the C. A. Hardt Company, which was founded three years ago. Griffith will combine the two plants under the single name.

## ESTABLISH DISTRIBUTING POINT AT FORT WAYNE

Fort Wayne, Ind., Dec. 17.—Fort Wayne has been selected as a distributing point for Northern Indiana by the Piston Service Company, Inc., of Detroit, which has leased part of the Pollack Building for the establishment of headquarters.

Arthur Coe, Harry Coe and James Henning will be associated with the Fort Wayne office. The company will handle piston rings, bearings and other motor parts under the name of the Fort Wayne Piston Service Company.

## New Patents

Washington, Dec. 17.—Following are new automotive patents granted by the United States Patent Office:

Harry E. Rhodes, assignor to the Willis-Overland Company, Toledo, O., radiator; Charles G. Ross, assignor, one-half to W. L. Ross, Chicago, Ill., bumper for motor vehicles; Walter D. Ryan, Schenectady, N. Y., vehicle headlight; Edward S. Sanett, Washington, D. C., automatic vehicle-controlling system; Howard F. Snyder, assignor to the Maytag Company, Newton, Ia., internal combustion engine; Robert Sohner, Vienna, Austria, clawed driving wheel for motor plows and tractors; Edward Sokol, New York city, assignor to American Katalite Corporation, internal combustion engine; William H. Sommer, Peoria, Ill., automatic coupler for industrial trucks; Christian Staugard, Detroit, Mich., tire-removing mechanism; William H. Stilson, New York city, assignor to the Stilson Process Corporation, Dover, Del., apparatus for refining petroleum.

Jesse M. Thomas, Pine Lawn, Mo., assignor of one-third to W. E. Grubbs, St. Louis, Mo., spark plug; Wong Y. Time-Honolulu, Hawaii, automobile finish and finishing process; James H. Topham, Pittsburgh, Pa., emergency brake operating device; James S. Torrey, assignor to United States Bumper Company, Los Angeles, Cal., bumper bracket.

Frank Watkins, Huntington, Ind., brake; Calus E. Weaver, Syracuse, N. Y., assignor of one-third to W. E. Grubbs, St. Louis, Mo., front and rear axle assemblies; Ira A. Weaver, assignor to Weaver Manufacturing Company, Springfield, Ill., alignment gauge; Edward H. Wehlmann, assignor to the Packard Motor Car Company, Detroit, Mich., apparatus for making piston rings; James W. Weir, Fillmore, Cal., assignor of one-half to J. C. Black, Des Moines, Ia., manufacturing lubricating oil; David Weisberger, New Rochelle, N. Y., receptacle for automobiles; Elmer E. Welsh, Lawrence, Kan., shock-absorbing spring.

Vilior P. and M. S. F. Williams, Baltimore, Md., supplementary traction device for motor vehicles; William E. Williams, Wilmette, Ill., assignor to American Steel Foundries, Chicago, Ill., disk wheel for automobiles; also hub demountable disk wheel; Sidney H. Winn, Lapeer, Mich., tractor; Samuel C. Wolfe, Angola, Ind., assignor to Fernald Mfg. Company, North East, Pa., windshield clearer; Harry T. Woolson, Detroit, Mich., thermostatic control device; George J. Zeis, Buffalo, N. Y., ornament for radiator cap.

### ON HUNTING TRIP

Altosna, Pa., Dec. 17 (U. T. P. S.).—Robert P. Good, proprietor of the Altosna Storage Battery Service Station, was host to W. S. Gardner, general sales manager of the Willard Storage Battery Company, and I. A. Kuhn, manager of the Cleveland branch of the Willard company, on a deer hunting trip to Globe Run Rod and Gun Club, near Petersburg, Pa., early this month.

### RACE DATES SET

London, Dec. 17 (U. T. P. S.).—The International Association of Recognized Automobile Clubs has indicated to the Royal Automobile Club that August 2, 1926, has been set aside as the date for the Grand Prix of the Royal Automobile Club of Great Britain, at the Brooklands track.

## Wide-Awake Buffalo Man Builds Up His Trade by Intelligent Advertising

BUFFALO, N. Y., Dec. 17.—A check-up just made of accessory dealers located in the residential sections of the city, rather than in the business districts, shows that the average outlying accessory business is fair, but not so brisk as with the more centrally located dealers.

One instance, however, brings out the lesson that there is good business in any section for the dealer who will make an intelligent use of advertising. Also that the advertising materials furnished by manufacturers in liberal quantities will stir up business for those who use them.

A. H. Harter of the Kensington Auto Supply Company, four miles from the city's business heart, in business five years, has built a fine business. This year he shows about a 10 per cent. increase but right now, through holiday advertising, Mr. Harter is gaining at a greater rate.

For some time past he has been using periodic mailings, covering a district some 10- or 12 blocks in either direction from his store. His theory is that if the neighborhood dealer does not do something to keep logical prospects reminded of his existence they will do most of their buying downtown, when on business or shopping trips.

For his mailings, Mr. Harter uses form letters furnished by the manufacturers, with an occasional letter of his own, broadsides, pamphlets and booklets all of which he can obtain in sufficient quantities by simply dropping a manufacturer or jobber a post card.

Such products as windshield spot lights, Pyrex plugs and radio are among articles advertised by Mr. Harter's recent mailings. Every mailing results in increased activity for the line, he states.

In addition, Mr. Harter has dodgers printed from time to time listing a large number of articles and prices. These are distributed within his working area by boys, but he does not get the return from these that he does from mailings; they are largely reminders to cover the entire district, whereas his mailing list contains only selected prospects.

The third step in Mr. Harter's program is attractive window displays. Right now he is showing a lighted Christmas tree decked with accessories suitable for Christmas gifts, furnished by one manufacturer. Coupled with a window full of other articles that have holiday utility, this display draws people into the store and makes sales.

The Hildwell Auto Supply Company in another section of the city finds its business 50 per cent. ahead of last November-December, but this increase is probably partly due to the fact that the firm has not yet been in business two years.

However, this firm has done a brisk Christmas business by using effective window displays and personal suggestions by the salesmen.

Large show cards in the windows carrying an elaborate list of Christmas suggestions, coupled with a display of articles—the whole set off by holly decorations. Alannack Auto Accessory Company is doing a good business in the sale of replacement batteries and recharging.

Alomite Lubricator Company of central New York reports a fair sale on the entire Alomite line, with winter fronts showing considerable activity.

Angert Auto Parts Company reports a satisfactory business in winter fronts, radiators, radiator covers and chains. This company opened a branch store in Seneca Street in September, and for that reason its total business is running considerably ahead of last year.

## Attractive Cartoons Help Accessory Sales

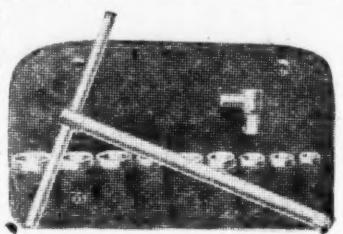
Hartford, Dec. 17.—The early shopping admonition seems to have hit home, judging by the sale of accessories this past week. The Christmas buying era is here and the propaganda scattered about by the accessory houses to make this an automotive Christmas is bringing good results.

Small car tools such as sets of socket wrenches, pliers, hydrometers for car and radle, and other small articles are going well. The season emphasizes the fact that an attractive cardboard box has its advantages in making sales.

## New Accessories

### OWNER'S WRENCH SET

Walden-Worcester, Inc., Worcester, Mass., has announced a new car owner's interchangeable socket wrench set, designated as No. 309. It offers a combination of T handle, offset handle with swivel



and nine popular sizes of sockets. Each set is furnished in a compact leather case with individual partitions for each socket and pockets in the back for the shank, handle and adapter.

The nine hexagonal sockets are these sizes: 7-16, 1/2, 9-16, 19-32, 11-16, 3/4, 25-32 and 3/4.

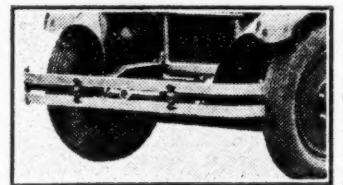
The case is 10 1/2 by 2 1/2 inches in size and weighs 1 pound 15 ounces. The sets are packed in cartons containing 10, 25 and 50 sets each.

Price, \$2.50.

### FRONT BUMPER

The bumper illustrated, an addition to the line of Badger bumpers, made by the Badger Manufacturing Corporation, Milwaukee, is known as the Advance Guard.

This model is a double bar type



with pinned ends and shock-absorbing rear loops. It is made of high quality spring steel and furnished in either nickel plate or baked black enamel. Installation is said to be simple and quickly accomplished.

Four sizes of this model are made: Type A, 3/4 by 2 inches; Type B, 5/16 by 2 inches; Type C, 1/4 by 1 3/4 inches, and Type D, 1/4 by 1 1/2 inches.

Bumpers and fittings are packed and priced separately to simplify the problem of stocking bumpers for various makes of cars.

## ALDEN BODY CO. TO MOVE TO FARIBAULT

Faribault, Minn., Dec. 17 (U. T. P. S.).—The Alden Cab and Body Company, K. P. Laursen, proprietor, is to be established here by removal from Alden, Minn. The company makes truck cabs and bodies.

### PLAN NEW GARAGE

Springfield, Ill., Dec. 17.—Plans for a large modern garage are now being prepared to be erected at 7th and Monroe Streets, one of the principal downtown corners in Springfield. A foundation will be laid for a ten-story building, with three stores, to be erected at once.

### NEW BRANCH

Los Angeles, Cal., Dec. 17.—A new branch of the Western Auto Supply Company was opened recently at 1387 East 7th St. This is the third station to be opened by the concern in Los Angeles.



## TRUCK SALES IN K. C. TAKE SPURT

Business in General Ahead of Same Time Last Year

KANSAS CITY, Dec. 17.—The first two weeks in December have shown a sharp increase in the motor truck business in Kansas City. Dealers report sales as being better, with the prospects for the future also brighter. There is more optimism among dealers than there has been for several months.

J. D. Allen, manager of the factory branch here of the White Company, says sales for the first two weeks of December have been exceptionally good for this time of year with the prospects also good. "We had a good November business, but December has shown a marked increase in sales," Allen said. "Our business for the fall has been generally good, with the prospects for next year bright."

H. E. Maine, owner of the Traffic Truck Company, local sales agents for Traffic trucks, also is finding increased sales the first two weeks in December, with excellent prospects for a good business next year. "Our fall business is fully 50 per cent. better than last fall," Maine said. "December is starting off better than November, which we considered a good month. The outlook for big sales after the first of the year is extra good."

R. C. Marshall of the Morgan-Marshall Motors, Republic truck dealers, reports sales as above the average for this season of the year. "We had a very satisfactory November business, with December sales and prospects good. Business is much better than this time last year."

The General Motors Truck Company of Kansas City, handling GMC and Yellow Cab trucks, reports sales and prospects increasing. S. Alpert, department manager for the company, says there has been a quickening in sales since the first of December, although business for the fall has been quiet. Some sales and interest in Yellow Cab buses also are reported by the company.

The factory branch of the Diamond T Motor Car Company, manufacturers of the Diamond T trucks, is enjoying a good fall business, according to C. L. Striffler of the company's office personnel. "Business is good, with December sales and prospects excellent," Striffler said.

In the lighter truck field sales also are reported good. "We sold five Chevrolet trucks in three days," Jack Slight of the Slight Bros. Motor Company, Chevrolet dealers, said, in explaining that the demand for his line of trucks is good. John McQueeney, secretary of the Frank Warner Motor Company, Ford dealers, says sales of Ford trucks are good, with the one-ton type in big demand.

### Light Truck in Demand In Dubuque District

Dubuque, Ia., Dec. 17.—Truck sales were light during the past week, but still showed a slight improvement over those for the week previous, according to local dealers. Practically the only type now in demand is the light delivery truck.

A spurt in business is predicted during the next few days, as a number of local stores will require new equipment in order to facilitate the handling of their holiday delivery business, it is pointed out.

## Chicago Electric Plant To Use 200 Trucks

Chicago, Dec. 17.—The big service building planned by the Commonwealth Edison Company to cost millions and to electrically serve the entire Chicago district requires a greater provision for the service of trucks in connection with its activities than almost any other kind of structure. On that account the nine-story building is to be like the letter "U" in its ground plan, with a great loading court accommodating more than 200 electric trucks.

These trucks will be recharged with motive power at their loading platforms and loaded at night in order to be able to deliver tools, equipment or supplies at their destination the first thing each morning.

## Liability Ins. Notices Sent Out

Augusta, Me., Dec. 17.—More than seventy-five jitney bus drivers have been sent notices by the Public Utilities Commission, informing them of the new law requiring liability insurance. The law, passed at the last session of the Legislature, will become effective January 1. No licenses are to be granted motor vehicle or trailer owners unless they have procured insurance or bond in a surety company. This insurance or bond is to be used to indemnify damage to person or property.

The amount of insurance or bond to be used as insurance will be determined upon the basis of \$500 per passenger which the vehicle or trailer will carry, the maximum not to exceed \$20,000.

## Bus Activities

### OPERATORS IN COURT

Salem, Ore., Dec. 17.—For an alleged failure to comply with an order of the public service commission demanding a uniform system of accounts, twenty bus and truck operators appeared before the commission today to show cause why their permits to operate should not be revoked. Several other operators of bus and truck lines are to appear in a short time. An order in the case will probably be handed down by the commission soon.

### OKLAHOMA BUS MEET

Oklahoma City, Okla., Dec. 17.—A. E. Kull, manager of the bus department of the Shelburne Motor Company, attended the state convention of motor bus operators in Tulsa last week. The Shelburne company gave a breakfast at the Oklahoma Club for the entire sales force. "Say it with sales" will be the holiday motto of the company.

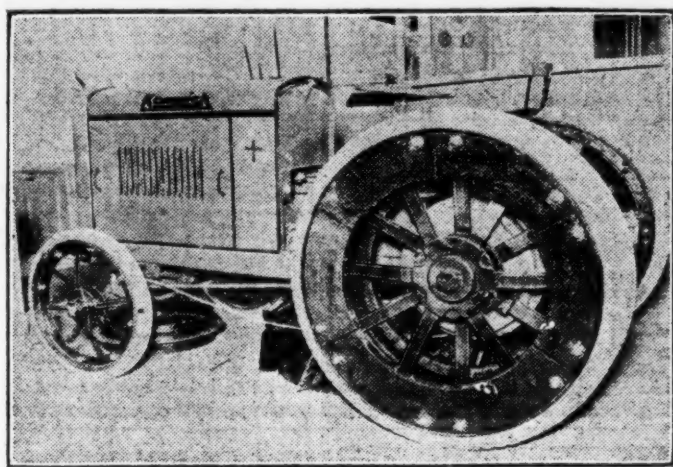
### YELLOW COACHES BOUGHT

New Orleans, La., Dec. 17.—M. W. Walker, president of the Interurban Transportation Company of Alexandria, has contracted with the Greenlaw Truck and Tractor Company, G. M. C. distributors for this territory, for five parlor-car type Yellow coaches, which will be placed in service between Alexandria and Baton Rouge, replacing sedan-type machines. Fully equipped, the buses will represent an outlay of \$40,000.

### NEW COACH SERVICE

Danbury, Conn., Dec. 17.—The New England Transportation Company, subsidiary of the New York, New Haven & Hartford Railroad, will inaugurate on December 10 a motor coach service between Danbury and Poughkeepsie, N. Y., on the Hudson River, a distance of fifty-six miles. Further extensions are soon to be made in the network of motor coach lines gradually being created in this section of Connecticut and adjacent portions of New York state.

A TRACTOR FOR TRANSPORTATION and general farm work which was exhibited at the recent automobile show in Berlin. The latest cars and accessories of the 1925 season were also on exhibition.



## G. M. Coach Co. Backs Bus Line Venture in N. C.

Charlotte, N. C., Dec. 17.—Acquisition of the important bus line franchises of H. F. Moore of High Point, N. C., by the newly organized Camel City Bus Line of Winston-Salem marks the advent of General Motors Coach Company in an indirect way into the bus line business of this state, according to reports current here.

Gimbel Brothers, local representatives at Winston-Salem of General Motors Truck Company, distributors of G. M. C. trucks and buses in this territory, are the principal backers of the Camel City company. It was reported here. The lines acquired are operated between this city, Winston-Salem and Martinsville, Va. The new company has an authorized capital of \$125,000. The completion of this deal is the second important step recently toward concentrating the state's interurban passenger bus business in control of a few large corporations.

The Camel City company has purchased eight General Motors buses, six of which will be operated between Charlotte and Winston-Salem. These will be the first of the great "yellow coaches" placed in service in this state.

L. D. Stapleton, manager of General Motors Truck Company of Charlotte, was identified with the negotiations leading up to the organization of the new company and the sale of the buses.

Hambleton & Co., investment bankers of Baltimore, Md., in the first big deal involving North Carolina bus lines, recently paid \$240,000 for franchises of three lines operating between Greensboro and Raleigh.

### PARTNER BOUGHT OUT

Rutland, Vt., Dec. 17.—Frank D. Spooner has sold his interest in the Rutland Bus Company to his partner, Cleo D. Morse. The concern operates buses between Rutland and Fair Haven and Rutland and Proctor.

## Durant and Paige Announce Dealers

New York, Dec. 17.—The following automobile merchants have recently taken over the sale of Star and Durant products:—

Arkansas—Barnes Motor Company, Mansfield.  
Colorado—Carver Bros. Motor Company, 15th and Pearl Sts., Boulder.  
Illinois—Star Garage, Salem; Bevin Bros., 607 East Main St., Streator; Austin Tire and Rubber Company, 6008 West North Ave., Chicago.  
Iowa—Manson Auto Company, Manson.  
Maryland—Abrahams Brothers, Main St., Port Deposit.  
Massachusetts—Lynn Motors, Inc., Lynn.  
Minnesota—Boy River Garage, Boy River.  
New Mexico—Dawson Garage Company, Raton.  
North Carolina—J. Dewey Rice, Aulander.  
Oklahoma—Golding Motor Company, Bristow.  
Pennsylvania—Troxell Motor Company, East; Clementine St., Philadelphia; Community Motor Corp., 61 East Broad St., Bethlehem.  
Texas—J. R. McClure, 403 West 6th St., Amarillo.

West Virginia—Morton Motor Company, Charleston.  
Wisconsin—Jacobson Auto Company, 6th and Stannard Sts., Racine.  
Mexico—Jose Garcia Cuadra, care Testamenteria de Tranquilino Garcia Marquez, Leon.

### PAIGE-DETROIT

Detroit, Dec. 17.—The Paige-Detroit Motor Car Company has appointed the following new dealers:

Troost Paige-Jewett Company, Kansas City, Mo.; Paige-Jewett Company of Newark, Newark, N. J.; Watkins Motor Company, Chaffee, Mo.; William V. Bird, Coeur d'Alene, Idaho; P. H. Van Dorn, Red Bank, N. J.; Paige-Jewett Corp., Apalachia, Va.; Auto Service Garage, Dry Ridge, Ky.; Gravois Paige-Jewett Company, 5617 Gravois St., St. Louis, Mo.; Linton Motor Company, Lowell, Ariz.; J. D. Rake, Richmond, W. Va.; Mulligan Paige-Jewett Company, Savannah, Ga.; Decatur Paige-Jewett Sales, Decatur, Ind.; W. A. Grate, Ashley, Ind.; The Lostro Auto Sales, Columbus, O.

## CLEVELAND SHOW TO BE LARGEST

Long List of Exhibitors Have Space Reserved For January

CLEVELAND, Dec. 17.—Lists of exhibitors made public today indicate that Cleveland's annual automobile show in Public Hall, January 23 to 30, will be the largest exhibition in Ohio automobile history, according to Herbert Buckman, show manager.

Thirty-five manufacturers and distributors of automobiles, four truck distributors and 53 accessory manufacturers and distributors have leased space at the show, Buckman said.

Distributors who have leased space at the show are: Auburn Motor Sales Company, Auburn; Barnes Motor Company, Dodge Brothers; Warner M. Bateman, Reo; C. M. Christensen Company, Gardner; Cleveland Chevrolet Dealers' Association, Chevrolet; Cleveland Flint Company, Flint; Cleveland Motor Car Sales Company, Franklin; Cleveland Packard Company, Packard; Cleveland Willis Ste. Claire Company, Willis Ste. Claire; Durant Motor Company, Star; A. L. Englander Company, Hupmobile; Ford Motor Company, Ford; Great Lakes Motor Company, Pierce-Arrow; Jones Finney Motor Company, Lincoln; Jordan Ohio Company, Jordan; Marmon Cleveland Company, Marmon; Moon Motor Car Company of Ohio, Moon and Diana; North Ohio Motor Company, Chandler and Cleveland; Oakland Motor Car Company, Oakland; Ohio Buick Company, Buick; Ohio Locomobile Company, Locomobile; Olds Motor Works, Olds; Paige Ohio Company, Paige and Jewett; Peerless Motor Car Company, Peerless; Reeke Nash Motors Company, Nash; Rickenbacker Sales Company, Rickenbacker; Rolls Royce Company of America; R. J. Schmunk Company, Hudson and Essex; Stearns Motor Sales Company, Stearns; Studebaker Corporation of America, Studebaker; H. S. Thomas Motor Company, McFarlan; Towell Cadillac Company, Cadillac; Walter F. Wright Company, Chrysler; Willys-Overland, Inc., Willys-Knight and Overland.

Truck and trailer exhibitors who will show include: Barnes Motor Company, Dodge Brothers and Graham Brothers; Warner M. Bateman, Reo speed wagon; Ford Motor Company and Harry S. Moore, Fruehauf trailers. Accessory manufacturers and other exhibitors who will have spaces include the following. The address is Cleveland unless otherwise indicated:

Abel Automotive Supply Company, Ajax Wrench Corporation, 50 Church St., New York city; Automotive Daily News, 1926 Broadway, New York city; W. Bingham Company, H. L. Braham & Co., Brake Service Company, C. G. Springs Company, Columbia Refining Company, Dill Manufacturing Company, Eaton Bumper and Spring Service Company, Euclid Oil Company, Gabriel Snubber Sales and Service Company, General Motors Acceptance Corporation, W. F. Gray, Great American Mutual Indemnity Company, Mansfield O. Great Western Oil Company, Hoover Company, Houde Engineering Corporation, A. N. Jeavons, Lawrence-Ohio Company, Lokvel Sales and Service Company, Lomar Sales Company, Marvel Carburetor Company, Master Auto Painters and Trimmers' Association, Arthur Mechanic, M. & M. Company, Mortgage and Acceptance Corporation, Motor Rim Manufacturing Company, Ohio Body Company, Pacific Rim Tool Company, Panyard Piston Ring Company, Pennsylvania Rubber and Supply Company, Perfection Heater and Manufacturing Company, A. O. Pfister Company, Pocahontas Oil Company, Wells H. Press Company, Lakewood, O.; Quaker State Oil Refining Company, Lakewood, O.; Raybestos Brake Service Company, Rex Sales and Service Company, Rippner Brothers' Manufacturing Company, Roffman Rim Corporation, S. A. E. Service Company, Simplex Piston Ring Company, Skinner Automotive Device Company, Inc., Detroit, Mich.; Smith Boat and Engine Company, Algonac, Mich.; Stewart Products Service Station, Swan Carburetor Company, Courtney A. Taylor, M. S. Thompson Glassmobile Company, Timmeyer Company, Willard Storage Battery Company, Wright Automotive Service Company, Yoder-Morris Company.

### BUS LINE ADDED

Evansville, Ind., Dec. 17.—The Evansville & Ohio Valley Railway Company, operating a traction line between here and Rockport, Ind., has added a motor bus service which will extend the line from Rockport to Cannellton, Ind.



## Number of Tire Lines Handled Determined By Class of Customers

ROCHESTER, N. Y., Dec. 17.—That there has been a trend toward the idea of handling one make of tire here during the past few years is indicated by the report of the following large local tire distributors:—

Lenon Lewis, president of General Tire Sales Company, says that ten years ago more than 70 per cent. of the dealers were handling from two to five makes of tires. At present about 70 per cent. of the dealers are handling one make, he finds after examining his books.

Phil Hoffman, president of the New York Tire and Auto Supply Company, now handles the Kelly-Springfield line exclusively. He formerly handled several makes of tires, but found that concentration on one line was best because of smaller investment and because greater sales effort could be used.

Harry Frank, president of Frank-Byrne, Inc., believes that the one brand for a dealer is best because greater business is possible with a good, exclusive make of tire.

Elmer Raithel, president of Raithel Auto Supply Company, says that his firm carries three makes of tires of different price ranges. None of the three makes really competes with the others because of the price classes, he says.

### More Lines Required For Transient Trade

Dubuque, Ia., Dec. 17.—While the tire dealer who handles but one line of tires and tubes has some apparent advantages over the dealer who carries a varied line, a dealer situated in a location where he may serve a general transient trade, particularly large numbers of tourists, loses business if he does not stock a variety of standard and well-known makes.

Such is the opinion of Charles R. Newkirk, head of the Newkirk Battery & Service Company, which operates two stations in Dubuque. Both are located on arteries of traffic, so that large numbers of tourists en route through the city pass them.

On the other hand, Newkirk pointed out, a dealer may stock a number of different makes of tires but specialize in one particular brand and push it whenever opportunity warrants.

There are in Dubuque comparatively few dealers who handle but one make of tire. The larger dealers specialize in one particular make, but stock other standard makes for the convenience of their trade. From three to eight brands of tires are carried in stock by most dealers.

### 1 Good Line Reduces Expense, Dealer Finds

Cohoes, N. Y., Dec. 17.—Prominent dealers here are of the opinion that better results are obtained by concentrating on the sale of one line of tire instead of carrying several different kinds. One prominent dealer stated that his firm had found from experience that carrying one line of tire was better from a business standpoint as it did not involve the expenditure needed in carrying several lines.

Samuel Smith of the Smith Auto Supply and Electric Company stated that his firm handled only one type of Mason make, which is at present proving satisfactory from a sales outlook.

Henry Keoughan of Keoughan Bros., Inc., Chevrolet dealers, stated that his firm had at one time carried several lines but found that better business was forthcoming by concentrating on one line of Springfield make. He believes that the single line dealer has the advantage by a lower expenditure for stock.

The Hunter & Ponda Co., Inc., favors the carrying of one line of tire and is of the opinion that

the dealer handling a moderate priced line will do better business than the one handling several types of high grade tires.

### Several Lines Needed For Hartford Buyers

Hartford, Conn., Dec. 17.—The Auto Tire Company features three lines of tires. William Mark Hickey, vice-president of the company and also the sales manager, says most emphatically there is no advantage in a single line of tires. Each of these lines, Hickey points out, has features that appeal to different classes of buyers. "My idea," says Hickey, "is two lines, one of them a very popular line and one of the higher grade. There are two distinct classes of trade. This is a big factor on account of one of our lines being local."

"One line would be easier to sell, but when you appeal to one class of buyers the others go away. We carry three lines for this reason. We had a solid tire that went bad and wanted another, but in order to get it we had to take pneumatics with solids. That is why we have another line. We really only sell one line, but are carrying others."

William J. Langdon, secretary of the Universal Auto Company, Hartford, Conn., and general manager of the tire and accessory division, says regarding exclusive tire lines, "We do not think we can do as much business with one line of tires as we can with two lines. In other words we do not believe that it is good business to put all our eggs in one basket."

"I do not think, personally, that any dealer should carry more than three lines of tires. If the dealer features too many lines it is an admission that he has confidence in no one line he represents."

"Our experience has shown that two lines of cars enable us to keep closely in touch with our customers. Surely our possibility of sales contact is increased 100 per cent. by having two lines."

### Goodrich Storage Unit About Ready

Akron, O., Dec. 17.—Officials of the B. F. Goodrich Company have announced that the construction work on the company's new \$2,000,000 building will be completed within a few days. This building is for footwear storage and will be put in use on January 1.

The building is the largest single factory unit in the state, Goodrich engineers state, being 40 feet long, 200 feet wide and six stories high with a total floor space of about 11½ acres.

This new warehouse eliminates Goodrich warehouses in Chicago, New York and other cities where rubber goods are being shipped, as it unites under one roof storage facilities now scattered throughout the country.

### SEATTLE TRUCK TIRE CO. INCREASES FLOOR SPACE

Washington, Dec. 17.—The Truck Tire Company, because of its growing business, has to take additional floor space, says A. A. Gray, manager. The firm has almost doubled its former available space and now has the entire frontage on Yesler Way between Railroad and Western Avenues.

Modern and complete retreading and tire repairing machinery installed recently makes this one of the finest plants of its kind in the Northwest.

## North Zululand Rubber Country

Johannesburg, British S. A., Dec. 17 (U. T. P. S.).—Agricultural experts state that certain portions of Northern Zululand are suitable for the production of cultivated rubber, and that the tracts of land available could produce enough to make an industry worthy of the name.

Wild rubber grows in parts of the country, but is very scattered and not useful for exploitation. Cotton is producible on a large scale in Zululand as well as portions of Natal and the Transvaal. The cotton industry is increasing by leaps and bounds in the Union of South Africa, and it may not be many years before the country proportion of the world's supply.

### TIRES FOR CHRISTMAS

Zanesville, O., Dec. 17.—In an effort to create additional business on automobile tires, dealers here have started a miniature crusade through window display and newspaper mediums relative to the purchase of tires as appropriate gifts to the motorist for Christmas. It has been found that tires as well as accessories can be disposed of in this respect and the dealers have been successful to some extent. Accessories still hold the fore for practical gifts and most dealers report their stocks to be moving rapidly.

## Tire Notes

### BUS PNEUMATIC TIRES

London, Dec. 17 (U. T. P. S.).—The London General Omnibus Company contemplates equipping its single-deck buses with pneumatic tires. Double-deck buses will continue to use solids.

### TIRE SHOP ORGANIZED

La Salle, Ill., Dec. 17.—T. F. Schneider, K. E. Schneider and V. G. Callahan have organized the Triggs Tire Shop here. Capital stock has been fixed at \$5,000. The firm will specialize in tires, but will handle other automotive accessories.

### GOODRICH POLICE

Akron, O., Dec. 17.—The B. F. Goodrich Company has added thirteen men to its police force, as these men, company watchmen, were recently sworn in for duty as special deputy sheriffs. Each man furnishes a bond for \$5,000.

### EIGHTH STORE OPENED

Indianapolis, Ind., Dec. 17.—The Guarantee Tire and Rubber Company has opened a new branch here. This makes eight Indiana stores in its chain system, all carrying automotive accessories. Dick McWilliams has been appointed manager of the newest branch, and a service station is to be opened in conjunction.

## Canada Has Many Rubber Factories

Montreal, Dec. 17.—There were thirty-eight firms engaged in the rubber industry in Canada during 1924, according to a report issued by the Dominion Bureau of Statistics, of which twenty-six were in Ontario, eight in Quebec and two in British Columbia.

Seven factories made only footwear; five, only tires and tubes, while two made both tires and footwear. Factories making products apart from these numbered fifteen. There was an increase of three in the rubber establishments from 1921 to 1924, but a decrease of two last year compared with 1923. The capital invested is up \$2,000,000 to a total of \$56,160,930. The number of salaried employees last year was 1,775 and of others on wages, 9,003. Salaries totaled \$2,831,943 and wages \$8,581,689.

The gross value of rubber products was \$57,411,446 and the net value \$32,892,210, an increase of \$2,500,000 over 1923. Of the total \$28,561,651 is the value of tire and tube production last year. Ontario provided 82.2 per cent. and Quebec 16.6 per cent. of the capital invested, the rest being in British Columbia.

### BUYS STORE BUILDING

Fargo, N. D., Dec. 17.—J. D. Mezirow, proprietor of Jack's Tire Shop, has purchased the building at Fargo, which he has been renting.

—and Mr. D. H. Cusic of Fyrac READS the A. D. N.!

SPARK PLUGS

THRU THE WINDSHIELD SPOT LIGHTS

FORD TIMERS

## FYRAC MANUFACTURING CO.

—FYRAC—  
AUTOMOBILE SPECIALTIES  
ROCKFORD-ILLINOIS

October 26, 1925.

Automotive Daily News,  
1926 Broadway,  
New York City.

Attention Mr. Alexander Johnston, Editor

Gentlemen:

We have been receiving copies of the Automotive Daily News for practically three weeks and find it to be an unusually interesting paper.

We see in it an unusual opportunity to get quick news to the trade which in the past has been taken care of only by weeklies.

Very truly yours,

FYRAC MANUFACTURING CO.

*D. H. Cusic*  
Treasurer.

DHC/ET

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## OIL RECLAIMING, CADILLAC PLAN

Has Method in Detroit  
Plant of Saving  
Test Oil

**D**ETROIT, Dec. 17.—Money-saving, expense-cutting plans are in use in all the big automobile factories. One of them at the plant of the Cadillac Motor Car Company concerns itself with the reclamation of the lubricating oil that is used in testing the engines.

When the motor is put on the block for testing, 7½ quarts of oil are put into the crankcase. When the test is over and the engine goes on the assembly line, the oil is drawn off.

With 400 engines going through every day, there are about 750 gallons of oil used in the block tests, and as a large percentage of it is reclaimable, a clarifying machine has now been installed.

The clarifying apparatus looks like a cream separator, on a very large scale, except that the bowl portion is shaped like a gigantic ice cream cone and extends to the floor. Used oil from the engines on the block is pumped through the bottom of the apparatus into the bowl. Then a three horsepower motor rotates the cone at a speed in excess of fifteen thousand r. p. m. The good oil rises to the top of the cone, overflows into pipes that carry it back to storage tanks and becomes available for further use. Foreign material and other undesirable elements remain in the bottom of the cone and are periodically carried off by a drain.

## Detroit's Bus Show March 22-27

Special from A. D. N. Detroit Bureau  
Detroit, Dec. 17.—The second national motor bus show will be held at Detroit March 22-27. George E. Stone, chairman of the committee, having charge of the show, says that these dates have been selected for two reasons. First, that a survey shows that it is at this time that the bus operators do most of their buying, and, second, because these dates will conflict least with the dates of other automotive shows.

At the first show, held in November, there were fifteen exhibitors.

Mr. Stone says that it is too early to forecast accurately, but that he looks for at least double that number at the March exposition. The show will be held again in Convention Hall, and taxicabs will be added to the exhibits.

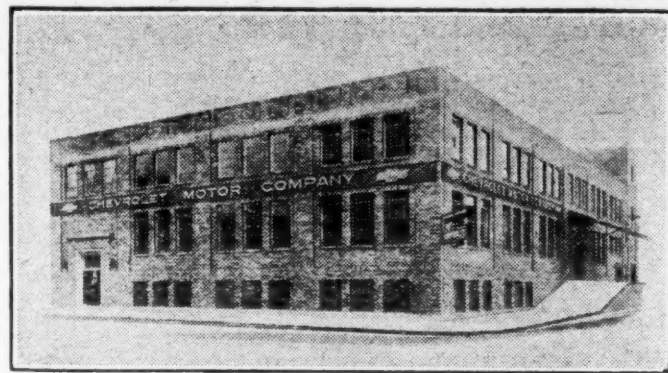
## TO SPRINKLE SALT TO CUT ICE ON CITY STREETS

Cleveland, Dec. 17.—Winter driving in Cleveland is to be robbed of its difficulties and dangers if city council has its way. Councilman D. J. Kennedy is now awaiting a report from City Manager William R. Hopkins on the estimated cost of buying "salt sprinklers" to cut the icy gloss on frozen streets and avert dangers of skidding and slipping wheels.

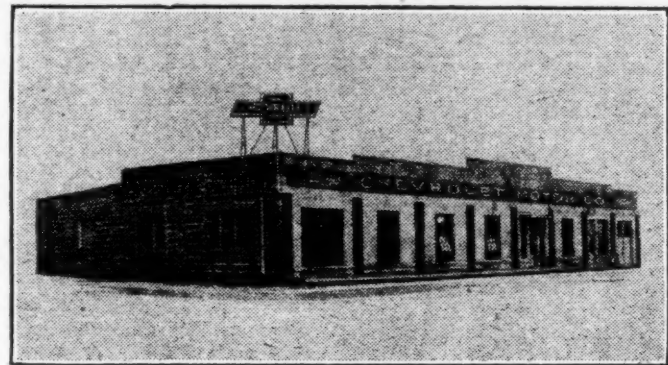
### ON EXTENDED TOUR

Cincinnati, Dec. 17.—B. C. Gill, export director of the Corcoran Manufacturing Company, manufacturers of sheet metal replacement parts for Ford cars, has just left New York for an extended tour in behalf of the company through Central and South America. On his return, Mr. Gill will come through Mexico and Cuba, to visit the dealers and jobbers of the company in those countries.

## Chevrolet Expands Its Organization



New zone distribution building at Minneapolis, Minn.



Another unit of the Chevrolet field expansion, the new zone plant at Jacksonville, Fla.



This is new Chevrolet zone distribution center at Charlotte, N. C.

**D**ETROIT, Dec. 18.—To assure quick distribution of cars and parts, the Chevrolet Motor Company has greatly expanded its field organization. The company is preparing for another record-breaking year in 1926.

Chevrolet's expansion program, just completed, involved the opening of three new zone offices in key cities, and the erection of specially designed sales and service buildings at four other zone points. The new zone offices are located at New York, Cleveland and Omaha, in the heart of the automobile district, in each case.

New zone distribution buildings are at Des Moines, Minneapolis, Charlotte and Jacksonville. All of them have direct railroad freight service, to facilitate receiving cars and parts and their reshipment to dealers in the respective zone. The photographs above show all of these buildings except that at Des

Moines, a picture of which appeared in a recent issue.

Driveaway stocks are so located that they may be promptly started out, within a few minutes after a call is received from any dealer in the zone. Supplies of parts are arranged in special stock rooms adjoining the packing and shipping departments. This arrangement insures equally quick action on requests for parts.

Besides providing ample space for stocks of cars and parts, the new zone distribution buildings contain zone offices, assembly rooms for meetings of the zone organizations, and Chevrolet service schools, where dealers' shop experts are given special training with especially designed Chevrolet precision tools. There are 20 such schools in the present Chevrolet set-up, the number having been doubled in 1925.

The seven new buildings represent an investment of approximately \$500,000.

## OHIO MOTORISTS PAY LOWEST LEVY—B. C. HIGH

Vancouver, B. C., Dec. 17.—British Columbia motorists pay the heaviest license fees and other auto levies of any autoists on the North American continent, a survey just completed by the British Columbia auto clubs reveals.

Ohio, the inquiry showed, has the lowest levies on the continent.

Connecticut, the auto clubs found, levies the heaviest auto impost in the United States. There autos pay an average of \$22.25.

## USE OF AUTOMOBILE INCREASES IN VIRGINIA

Richmond, Va., Dec. 17 (U. T. P. S.).—The rapid increase of the number of motor vehicles in Virginia during the past twenty years is strikingly shown in a table in Motor Vehicle Commissioner Hayes' annual report to Gov. E. Lee Trinkle, just made public.

The number of such vehicles in the state today is practically three times what it was as short a time ago as 1919, when there were only 102,661, and it is not far from four times as great as in 1918, when the total was only 79,859.

## Dates Set and Drawings Held for Winter Shows

**M**INNEAPOLIS, Dec. 17.—Under first drawings, space has been allotted to thirty-one automobile dealers and twenty-six accessory dealers of the Twin Cities for the Twin City Automobile Show, sponsored by the Minneapolis Automobile Trade Association for February 6 to 13.

## FRENCH REVISE AUTO ROAD TEST

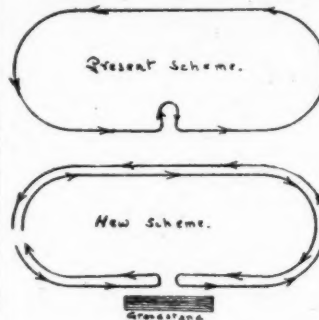
Racing Experts Making  
Effort to Increase  
Strain on Cars

By R. M. PETARD

Paris, Dec. 17.—French experts all agree that track racing is no more than a test of the drivers' dare-devilishness, and that, as far as technical information is concerned, it teaches no more than prolonged bench tests of engines would.

Considerable expense has been gone into to create private road circuits near some of the big European tracks, to closer approximate road conditions and increase the severity of the strain on the mechanical elements of the cars other than the engine. It has been proved that the hills on such circuits are no more than a joke, and that the only real mechanical testing is caused by the sharp turning, requiring brake application, change of gear, quick steering and powerful engine pick-up.

This has led to the universal adoption, on all European tracks, of the side-loop system, shown in appended sketch. The cars are made to swerve into a short by-road, sometimes not more than 500 feet in length, making three abrupt



turns necessary and calling for a maximum possible speed on the by-road of not more than thirty miles an hour on some tracks. That this is effective as a mechanical test can be vouched for by Duesenberg, whose clutches were put through an unexpected ordeal at Monza (Italy) last summer.

The by-road system is, however, not yet perfection, as especially on rather short lap tracks it does nothing to relieve congestion in races comprising many entrants, a point in which road circuits have the advantage.

A new scheme is being proposed which may be adopted for the next French Grand Prix at Miramas.

The track is doubled up by a parallel road either inside or outside the existing oval, or the latter, if wide enough, is divided in two parallel sections by means of a central fence or preferably a center wall with dirt or sand protection. The track is interrupted opposite the grandstand and the cars are made to negotiate at that point the two hairpin turns connecting the inside and outside tracks. This is shown by the arrows on second sketch marked "new scheme."

The advantages of the plan are that, while the difficult points are in full view of the grandstand, they do not necessitate three turnings, one on top of the other, as in the by-road system and also that through doubling the lap distance it reduces track congestion.

### SHOW DATES SET

COLUMBUS, O., Dec. 17.—The week of January 18-23 has been selected by the Columbus Automobile Dealers Association as the time for its 22d semi-annual Automobile Show. The exhibit will be held in Motor Hall at the State Fair Grounds and it is announced that 288 kinds of automobiles and trucks will be placed on exhibition in addition to more than one hundred exhibits by manufacturers and dealers in accessories.

### ALL SPACE TAKEN

Kansas City, Dec. 17.—All space available for showing passenger cars, trucks and buses at the 1926 Kansas City Automobile Show has been sold. This unusual situation has been announced by the Kansas City Motor Car Dealers Association.

### INTEREST HIGH

Tacoma, Wash., Dec. 17.—Public interest in Tacoma's first automobile salon, held at the Hotel Winthrop last week, was extremely high. Capacity crowds thronged the hotel where the salon was held all during the exhibition. Only the latest models of closed cars were on display.

### DRAW FOR SPACE

Milwaukee, Wis., Dec. 17.—Preparations for the Milwaukee Automobile Show, to be held January 16-3, are rapidly taking definite form. Chairman Leslie D. Frint, president of the Frint Motor Company, and Bart H. Ruddle, secretary of the Milwaukee Automotive Dealers' Association managers of the show, have announced that thirty-one passenger car and ten truck dealers have already drawn for space at the show.

### TIRE COMPANIES EXHIBIT

Springfield, Ill., Dec. 17.—A number of local tire and automobile firms were represented in the radio show held in the state arsenal. The Capitol Auto Company, Capitol 24 Tire Company, Chapin Electric Company, Hatcher Service Company, Hodge Tire and Supply Company, Hobbs Electric Repair Shop and Striffler Electric Service Company had booths at the show.

### SHOW ABANDONED

Oklahoma City, Okla., Dec. 17.—At the monthly meeting of the Oklahoma City Automobile Dealers' Association, it was unanimously decided to abandon the regular yearly auto shows for 1926, Otis Smith, president of the association, said.

### SELECT DATES

Springfield, Mass., Dec. 17 (U. T. P. S.).—The eleventh annual automobile show of the Springfield Automotive Dealers' Association will be held in the Auditorium the week of March 1. Harry W. Stacy, secretary of the association, will be in charge.

### TO HOLD JOINT SHOW

Alhambra, Cal., Dec. 17.—An automobile show will be held in connection with the California Fruit Exposition January 21 to 31. Reservations for space already made assure a large and representative display of cars of all classes, as well as a comprehensive exhibition of automobile accessories, according to Fred M. Renfro, general manager of the exposition.

### BELOIT SHOW POPULAR

Beloit, Wis., Dec. 17.—The Southern Wisconsin Automobile and Radio Show, the first of its kind, has just been held here. Sales of eighteen cars from the floor and orders for radio products worth in excess of \$11,000 have been reported.



# Modern Motor Car Merchandising

## A Course in Automotive Selling by Automotive Salesmen

### Picking Your Prospects—CHAPTER TWO

**E. W. BACKER**, sales manager for the New Orleans Chevrolet Company, was appointed to that position as a result of his having led all Chevrolet salesmen in the Louisiana-Mississippi-Arkansas-Tennessee zone contest last last year. That victory came ten months after he a connection with the local agency for his first effort at selling anything.

"Like the first hundred years, as they say of life, the first three car sales are the hardest," declares Mr. Backer. "After that it is easy to get good prospects—the kind that are half sold when you get to them. That's what I found, at least, and that's what I found into the youngsters breaking into the game under me."

"Starting with my first sale, I've made a practice of keeping in touch with the men and women who have bought from me and doing everything possible to see that they remain pleased and get good service from the shop."

"It's a system that branches out like a chain letter, and pretty soon you'll find you have a tremendous number of owners to keep in touch with. You'll have to work harder and harder to get around your list and talk to every one of them once a month, or at whatever interval you may fix. But you'll find the results will justify your efforts."

Mr. Backer is constantly on the alert for prospects, and he digs out many owners who should have better cars while he is driving or walking on the streets.

If he sees a dilapidated machine standing in front of a good-looking residence, that home will be called on the same or the next day.

A well-dressed man getting into a shabby old model means the taking of the license number, tracing the owner's address through the bureau, and a personal visit at the earliest possible moment. He can generally be made to see that he's doing himself and his business an injustice and harm by driving such a poor appearing car.

#### Grocery Stores Sources for Leads

"To locate the business woman prospect I have found interviews with women buyers at the department stores as good leads to prospects," declares Harold F. Miller, a member of the sales staff of the Bennighof-Nolan Company, Evansville, Ind. Mr. Miller is a member of the Willys-Overland \$100,000 Club, a nation-wide distinction that is accorded to salesmen totaling \$100,000 in retail car sales for a year. Mr. Miller had reached the \$100,000 mark for this year on November 1.

"Directories and telephone books, too, play their part," explains Mr. Miller. "A casual glance over the columns often uncovers an idea."

"I list the barber shops for prospects. Men are loafing there and ready to talk, which may result in a profitable tip."

"I visit groceries and meat markets and interview the boss, exclaiming: 'Heard you were thinking of buying a car!' With talk on this topic the name of a prospective buyer may be located."

"I likewise watch the newspapers for wrecks."

"Most cars, I have discovered, are sold after supper. I usually locate the prospect during the day and go back at night to sell. I also make it a point to

interview fifteen people each day, and give at least two demonstrations."

#### Finds Woman Valuable Sales Aid

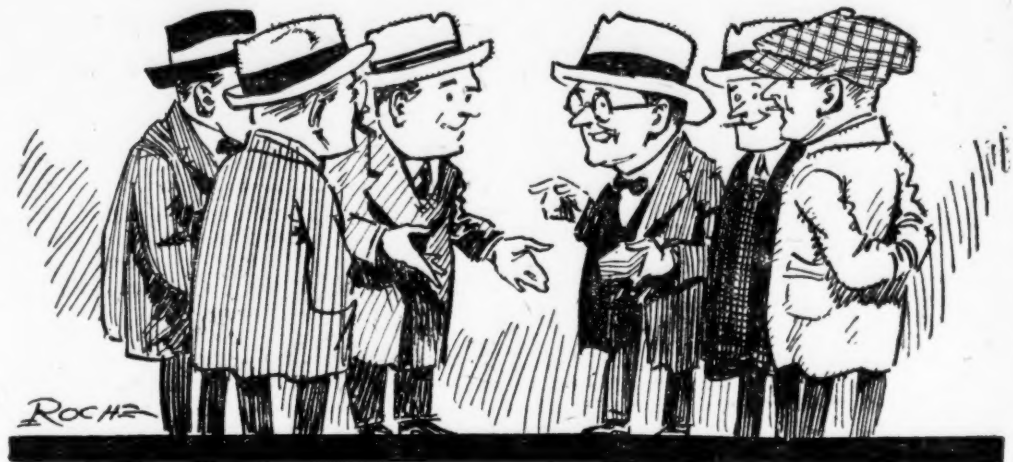
Fred B. Stone, vice-president of the Mohen & Amidon Sales Corporation, Hartford, Conn., has every right to be termed a successful salesman. The lessons learned by him are reflected in the policies laid down for the entire sales force. The firm is associate dealer for Hudson, Essex and Hupmobile.

"One of the most effective methods we have," declares Mr. Stone, "is to let a man use one of our cars for a day, as, for instance, over the weekend. He sells himself, to a great extent, and the plan works nicely. Of course, we know our man before we turn a car over to him for his own use."

"The office building section of the city is blocked out, and each salesman has a few of these office buildings in which to work. He begins by introducing himself to all people with whom he comes in contact, then puts over a sale and gets his start for more business."

"Three or four days after the first customer has received his car the salesman drops in to pass the time of day. He inquires how the owner likes the car, and eventually allows that customer to think that the name of a prospect would be acceptable."

"The customer being pleased with his car and the treatment we have accorded him, is in a



tion. The car makes an impression and the passengers are interested."

"The rest is simple. We get the business and the woman who brought about the sale gets the commission. A woman can, in my opinion, arouse another woman's interest more effectively than a man. She is on common ground, which is important."

#### School Lectures Get New Prospects

I. S. Wyne, crack salesman with Spencer Kennelly, Chevrolet dealer, Long Beach, Cal., declares that school children are his one best bet.

"Every class in salesmanship and every machine shop class in the schools is always ready for an automobile salesman to give lectures on cars and give them regularly," stated Mr. Wyne.

The lecture as a whole sells the youthful listeners on the practicability of owning an automobile. In an off-hand manner, explains Mr. Wyne, he then mentions the particular car he is selling and dealer, and that

#### Finds Three Men Best for Canvassing

Louis Charvoz, president of the Summit Chevrolet Company, Akron, O., depends almost entirely upon canvassing for new prospects, and while a man may be canvassed in his office once, experience has taught them that the home canvass is the most profitable from every angle.

It is interesting to note that this company finds a crew of three to five men will get the best results in canvassing.

These crews are sent out with a carefully prepared method of approach, and work both sides of a street at once. They are never more than half an hour's walk from one another in their work, so that they may meet and talk things over at least once in this period of time.

Charvoz says that by this method their men find out pertinent facts about a certain district that they pass along to each other, and by meeting and talking with their fellow workers

suburbs has developed many a good sale.

"Then, too, at social affairs I listen to the women and when they begin gossip about their neighbors' and their own cars I get a wealth of material. Half the time it's the women a salesman must handle, anyway."

#### Gets Leads From Other Salesmen

That a salesman may develop a sizable following of car buyers is evident from the success of P. C. Nelson of the sales department of S. A. Miner, Inc., Pierce-Arrow distributor at Hartford, Conn. Nelson has come up to his quota this season in fine fashion. He knows the whole state of Connecticut like a book.

He knows every man in his territory financially fixed to buy a Pierce-Arrow and maintain it. And being of a pleasing personality, he has made many valuable contacts in the past which have helped him along nicely from year to year.

Nelson, when asked where he dug up his prospects, replied that the real live ones he secured from the salesmen of the lower priced cars, which means that those lower priced salesmen from time to time know of some owner who wants to get out of the lower priced class. "It's just a matter of reciprocity; they tip me off to a prospect, and I return the compliment."

Nelson is a sort of walking "who's who?" By keeping close watch on various avenues of information he learns that some individual has made a killing in the market, for example. Naturally such a man is ripe for a new car, necessarily wanting something better than the old one.

This type Nelson knows as a potential buyer. Let a dozen men go down the street and Nelson will tell which, if any of them is able to own a Pierce-Arrow.

#### Gets Live Leads From School Teachers

"One medium I have found valuable in locating prospects," declares O. E. Cody, sales manager for the R. A. McLean Motor Sales Company, Star and Oldsmobile dealer in Glendale, Cal., "is the school teacher. They often hear pupils discussing their parents' automobiles, their plans to buy, and so forth, and this information helps us to locate a wealth of live prospects."



willing mood, so to speak, and he personally conducts the salesman to one or more prospects. Result, more sales. This plan is very effective."

"Experience proves conclusively for us the value of a woman on the sales force. We select some prominent woman, fit her out with a car, put on all possible accessories, and sell her the outfit at about our cost price."

"This lady is on the 'go' all the time, calling, shopping, attending numerous gatherings and socials, and quite naturally she uses her car for transporta-

particular make of car and name of dealer is naturally impressed upon the memory of his audience."

He points out that the average high school boy or girl knows more about automobiles than the parent. From these lectures it follows that the children proceed to impart some of their recently acquired knowledge to their parents.

The result is that this word-of-mouth advertising is productive of many drop-ins by the parents, who desire to see something of the car that has been discussed so much.

they maintain a higher pitch of enthusiasm than is possible were they out alone.

#### Offers Rides And Finds Prospects

"Every living person is a prospect for a car," says H. D. Montgomery of the Woods Motor Company staff, Topeka, Kan., and salesman of Buick cars.

"I have found out that the scheme of offering rides to prosperous appearing persons I see waiting for street cars in



# Dealer Activities

## NAMED HUPP DEALER IN BERKELEY, CAL.

Oakland, Cal., Dec. 17.—Ritchie C. Field, for many years an automobile dealer here, has just been appointed Hupmobile dealer for Berkeley and Piedmont, two cities which adjoin Oakland on the north. Owing to other interests, Mr. Field will not be active in the new dealership. A. C. S. Olsen will have charge of the office and financial affairs, and F. A. Sewell will direct sales. Both have been associated with Mr. Field in his motor enterprises for some time. The dealership, under the name of Ritchie C. Field, Inc., will have its display room in the Hotel Claremont, Berkeley, until a suitable store location can be found.

## CHEVROLET DEALER OPENS IN SUTTON, NEB.

Sutton, Neb., Dec. 17.—The Sutton Chevrolet Sales Company has just been appointed Chevrolet dealer here. C. J. Panhan is manager.

## TRUCK DEPARTMENT STARTED BY DEALER

Johnstown, Pa., Dec. 17 (U. T. P. S.).—With the acquisition of H. B. Fallgatter to its staff, the Overland-Gorge Company has established a separate truck department with Mr. Fallgatter in charge.

## BUYS OUT CHEVROLET DEALER IN RAYMOND, WASH.

Olympia, Wash., Dec. 17.—Albert Meerdink, former manager of the Raymond office of the Pacific Fruit and Produce Company, has just entered the automotive business with the purchase of the Raymond, Wash., interests of the W. D. Lord Chevrolet Company. J. W. Burford will remain as office manager and the staff of salesmen and mechanics has also been retained.

## HUPP DEALER OPENS IN LEWISTON, ME.

Lewiston, Me., Dec. 17 (U. T. P. S.).—Victor L. Sacre has just been appointed representative of the Hupmobile in this city and vicinity. He will maintain a salesroom and service at 72-74 Park St.

## BANKRUPTCY PETITION BY BRIDGEPORT FIRM

New Haven, Conn., Dec. 17.—Gydersen Brothers, auto dealers of

Bridgeport, have just filed a petition in the local bankruptcy court, showing liabilities of \$21,829.86 and assets of \$2,980.36.

## CITY OFFICIAL ACQUIRES NASH DEALERSHIP

Hazleton, Pa., Dec. 17.—Jacob C. Martin, a city commissioner, who has been employed by William H. Veale, local automobile dealer, has just embarked in business for himself, having taken over the local Nash dealership.

## MINNEAPOLIS FIRM NEAR TOP IN REO CAR SALES

Minneapolis, Dec. 17.—L. H. Fawkes, president of the Fawkes Automobile Company, has just been notified by the factory that his organization is fourth in the sale of the Reo passenger cars, being led only by Boston, Chicago and New York. The Fawkes company stood fifth in sale of trucks, with New York, Boston, Chicago and Philadelphia leading. The company operates in two-thirds of Minnesota and all of North Dakota. There is a branch at Fargo, N. D.

## Personal Paragraphs

### O'DONNELL WITH HUPP

Minneapolis, Dec. 17.—P. V. O'Donnell, formerly automobile sales promotion manager in the Northwest, has just been made sales promotion manager of the Harrington Motor Company, to push Hupmobile sales.

### PEPPERDINE ON HUNT

Los Angeles, Dec. 17.—With the opening of the China pheasant season, George R. Pepperdine, head of the Western Auto Supply Company, accompanied by Ed. Heederly, head of the Fish and Game Commission, has left for a few days' hunting in the Bishop country.

### MORRIS BANK DIRECTOR

Dallas, Tex., Dec. 17 (U. T. P. S.).—John E. Morris, president of the Dallas Automotive Trades Association and one of the leading Ford and Lincoln dealers in Texas, has just been elected a member of the board of directors of the Oak Cliff State Bank and Trust Company.

### COPELAND IN ACCIDENT

Evansville, Ind., Dec. 17.—Willis M. Copeland, president of the Evansville Flint Company, Flint dealer, has just returned to his place of business, following an auto accident, when he was knocked down and his back and arm injured.

### BRADLEY ON SALES FORCE

Altoona, Pa., Dec. 17 (U. T. P. S.).—Joseph W. Bradley has just joined the sales force of Penn Motors, Inc., representative for Chrysler cars in Altoona. He formerly was in the wholesale tobacco business.

### DEALERS GO TO FLORIDA

Beaver, Pa., Dec. 17.—Perry A. Garrett, Hudson-Essex dealer here, and Carl Douds, Hudson-Essex dealer in Rochester, have gone to Florida to spend the winter. Other local auto men now in Florida include John Conrad, John Snyder and Wahl Snyder.

### SHELBURNE AT PLANTS

Oklahoma City, Okla., Dec. 17.—Sam P. Shelburne, president of the Shelburne Motor Company, Reo and Hupmobile dealer here, left this week for a visit to the factories at Detroit and Lansing.

## Fire Losses

### \$20,000 BLAZE IN GARAGE

Lockport, N. Y., Dec. 17.—Fire destroyed Edward Becker's sales and service garage at Barker, near here, together with ten automobiles. The loss was said to be more than \$20,000, partly covered by insurance.

## "Our Foreign Field"

## SALVADOR HAS TRADE PROMISE

## Is Small, but Rapid Development Seen as Auto Market

By JOHN D. LONG

New York, Dec. 17.—Salvador is about the size of the state of New Jersey, with a population of approximately 1,600,000. Although a limited market for automotive products, it has promise of rapid future development.

Senor Bernardo Cevallos, chancellor of the Salvadorian consulate in New York, is well supplied with printed information concerning his up-to-date country.

"As to automotive products," said Chancellor Cevallos, "the United States is almost our only source of supply. As yet our importations in this line are not large, but as our program of highway construction reaches completion our country will be rapidly motorized. Our importation of automobiles for the year 1923 from the United States amounted to 216,673 kilos out of a total of 234,673 kilos. The total values were \$163,538, of which \$149,108 were of motor vehicles from the United States."

The United States Department of Commerce figures for 1924 are: Exported to Salvador, 338 passenger cars, value \$356,491, and fifteen trucks, value \$47,610.

Continuing, Senor Cevallos said: "In automotive parts and accessories our imports from your country are proportionately large. Our latest figures, for the year 1923, show a total importation of 39,309 kilos of parts and accessories, 38,732 kilos of which came from the United States, and the total values were \$37,199 and \$36,911."

"As to our roads," spoke the chancellor, "we are just making a good beginning. I have here the reports of our highway conditions brought down to June, 1925. Salvador then had of good roads, 145 kilometers; passable the year through, 395 kilometers; passable in dry season, 28 kilometers; total, in use, 568 kilometers. Under construction, 35 kilometers.

"The National Assembly in June, 1925, enacted a law to promote the construction and improvement of highways of the republic. This statute provides for the creation of a highway board for each department, which, in conjunction with the Ministry of Fomento, will have charge of road building, road improvement and collection of the necessary funds.

"The law also provides for the contribution of money, or the working on the public roads and allied works in lieu thereof a certain number of days each year, according to the citizen's economic capacity.

"These contributions grade down from a contribution to the equivalent of 300 days' labor from a citizen whose capital exceeds 1,000,000 colons to the amount of three days from a citizen whose capital exceeds 1,000 colons, but is less than 5,000.

"Employees whose monthly salary is 800 colons contribute the equivalent of twenty days' work, and so on down to those whose salary is less than 100 colons a month, whose contribution is one and one-half days.

"Professionals, including ministers of any religions, contribute the equivalent of five days.

"Day laborers contribute three days' work, but are allowed during this period 50 centavos a day for their maintenance. A day's work is estimated at the value of one colon (50 cents gold).

"This law became effective September 15, 1925."

# Classified Advertising

## CLASSIFIED RATES

5c a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free.

If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

## BUSINESS OPPORTUNITIES

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active client partnership with live car dealer, tire dealer or garage man; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box — Automotive Daily News.

## FOR SALE

FIVE years' established tire, battery, accessory business; Michigan city of 50,000 population, short distance from Detroit; factories running full time; present owners wish to sell to devote entire time to car sales, several nationally advertised products sold and handled on exclusive contracts; \$3,000 required. Box 55, Automotive Daily News.

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

## IMPROVEMENTS

### TO OPEN \$50,000 BUILDING

Atlantic City, N. J., Dec. 17 (U. T. P. S.).—Another step forward in the motor industry of this resort has just been taken with the announcement by Crandell & Seuffert, local dealers for the Jordan cars, of the opening in January of their new \$50,000 service station and used car showrooms at 3209 Arctic Ave. It will hold about sixty-five cars. The present showrooms at 3116 Atlantic Ave. will continue to be used for display of new models.

### NEW SERVICE STATION

Milwaukee, Wis., Dec. 17.—The West Side Buick Company has just established a new service station at 239 Wisconsin St. for twenty-four-hour service.

### NEW CONCRETE UNIT

Tacoma, Wash., Dec. 17.—Increased business in its used car department has caused the McKee Motor Company, "South Tacoma Hudson and Essex dealers, to erect an extension to its garage building, which gives the concern an additional twenty feet of street frontage as well as new machine shop and repair and parts department accommodations. The new unit is of concrete construction similar to the main building.

### 200 NEW LIGHTS

Milwaukee, Wis., Dec. 17.—The Edwards Dodge Motor Car Company will soon install in its main display room an entirely new set of lighting equipment, consisting of 200 electric light bulbs.

### LOCATED IN NEW HOME

Chicago, Dec. 17.—The H. & E. Motor Company, Hudson and Essex dealer at Indiana Harbor, has just taken possession of new quarters on Michigan Avenue, in that suburb.

### IN NEW \$75,000 HOME

San Antonio, Tex., Dec. 17 (U. T. P. S.).—The Tobin-Thornton

Company, Pierce-Arrow distributor in this district, has just moved to its new home at 1515 Main St., which was completed at a cost of about \$75,000. William T. Thornton and Edgar Tobin head the company.

### BUILDING SECOND STORY

Olympia, Wash., Dec. 17.—H. B. Quick of the H. B. Quick Auto Company, who is just completing a modern fireproof two-story concrete garage at Pacific Avenue and Prindle Street, Chehalis, as a cost of \$35,000, has taken out a building permit for a \$6,000 addition to it. He is building a second story, 50 by 100 feet, to the portion of his old garage adjoining the new block.

## ALEX. DOW TO ADDRESS DETROIT ENGINEERS

Special from A. D. N. Detroit Bureau  
Detroit, Dec. 17.—Alex. Dow will be the speaker at the regular meeting of the Detroit Engineering Society tomorrow, when he will talk on "Remnants." This will be the last meeting of the year, and a number of features will find a place on the program. Mr. Dow is president of the Detroit Edison Company and one of the best known engineering financiers in the country.

### URGE AUTO LAWS

Dublin, I. F. S., Dec. 17 (U. T. P. S.).—Because large areas of Ireland were badly served with railways the motor vehicle has been given an unprecedented opportunity, states the surveyor of the Kilkeny County Council in his report. He urges that motor legislation should be speedily amended.

## EACH DAY during the National Automobile Shows at New York and Chicago, thousands of re-

tailers, wholesalers and manufacturers will find it possible to keep in touch with the happenings there.

They will do it by reading The Automotive Daily News!

Show news will intensify reader interest.

HERE IS REAL "OPPORTUNITY" FOR THE DISCERNING AUTOMOTIVE ADVERTISER!

## Advertisers Scheduled in the Automotive Daily News

Amu Engineering Co.  
Apperson Automobile Co.  
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Bendix Brake Co.  
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Chrysler Motor Co.  
Chrysler Sales Corp.  
Continental Motors Co.  
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These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly. You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

**\$60. to \$100 Weekly**  
Selling 40 to 550 Meter Set

**Spare Time Profits—No Capital**  
Public wants this Amazing New Set. Coast-to-coast reception. Receives all waves, 40 to 550 meters. Shot sub-panel makes assembly quick and easy. We need distributors everywhere. Demonstration sells. We carry stock. Set sells at half price. \$60 to \$100 weekly easily made.

**FIVE TRICE DEMONSTRATOR FREE with RADIO TRAINING**  
Our Special Plan trains you in Radio—gives you a Free Demonstrator Set and appoints you as distributor.

The entire cost is less than regular dealer's price for set alone. Hundreds are making big money in spare time. Get started now while territory is still open.

**Write Today!** Don't miss this opportunity to make a fortune in Radio. Get complete training and sales plan free! **AMBU ENGINEERING INSTITUTE**  
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